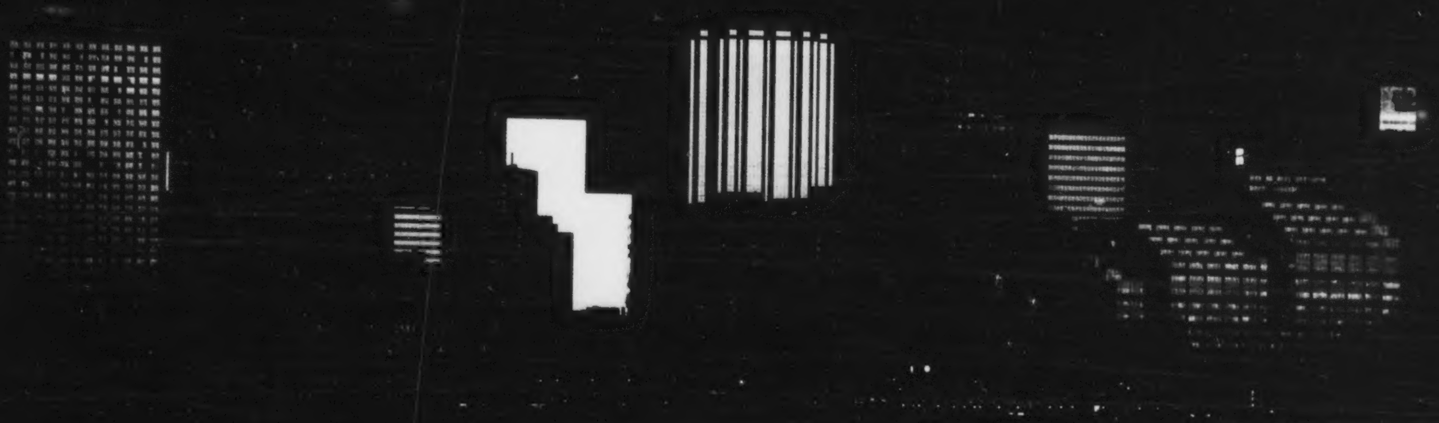
TOURISM DESTINATION AREA STUDY

EDMONTON, ALBERTA

EXECUTIVE SUMMARY



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TO WHOM IT MAY CONCERN

The enclosed Executive Summary provides an overview of the report Tourism Destination Area Study - Edmonton, Alberta. Tourism resources and potential tourism development opportunities are identified.

It should be noted that the study was conducted by an independent consultant commissioned by Alberta Tourism and the Edmonton Convention and Tourism Authority, and does not represent the policies of these organizations.

During the preparation of the report, the consultant obtained input from business people, organizations, elected representatives, residents, and local and provincial agencies with an interest in the area.

If you have any comments relative to the report please forward them to either:

Edmonton Convention and
Tourism Authority
104, 9797 Jasper Ave.
Edmonton, Alberta
T5J 1N9
Telephone: 426-4715

Regional Planning Unit
Destination Planning Branch
Alberta Tourism
16th Floor
10025 Jasper Avenue
Edmonton, Alberta
T5J 3Z3
Telephone: 427-4340

Additional copies of this report are available by contacting the above addresses, or phone numbers.

Sincerely,

Bernard F. Campbell
Deputy Minister

TOURISM DESTINATION AREA STUDY EDMONTON, ALBERTA

EXECUTIVE SUMMARY

Prepared for:

Alberta Tourism
and
Edmonton Convention and Tourism Authority

Prepared by:

Pannell Kerr Forster
Management Consultants
Edmonton

AUGUST 1989

TOURISM DESTINATION AREA STUDY
EDMONTON, ALBERTA

EXECUTIVE SUMMARY

TO INVENTORY, ASSESS AND IDENTIFY OPPORTUNITIES.

Alberta Tourism and Edmonton Convention and Tourism Authority (Edmonton Tourism) initiated the Tourism Destination Area Study process in the fall of 1988.

The purpose of this study is to inventory and assess the tourism resources primarily within Edmonton, and identify opportunities for tourism development. The objectives of the inventory and assessment are three-fold:

1. To inventory and assess the tourism resources in Edmonton.
2. To evaluate existing and potential tourism markets for Edmonton.
3. To identify and evaluate tourism opportunities and constraints for Edmonton.

The identified tourism development opportunities are intended to increase visitation, length of visitor stay and visitor expenditures. The tourism development opportunities are identified based on a general assessment of the city's resources and market potential for tourism. **In most cases, further detailed studies of the resources, markets, and finances for each opportunity are required prior to implementation decisions.**

The study area is Tourist Zone 11 as defined by the corporate limits of the City of Edmonton (see Map 1).

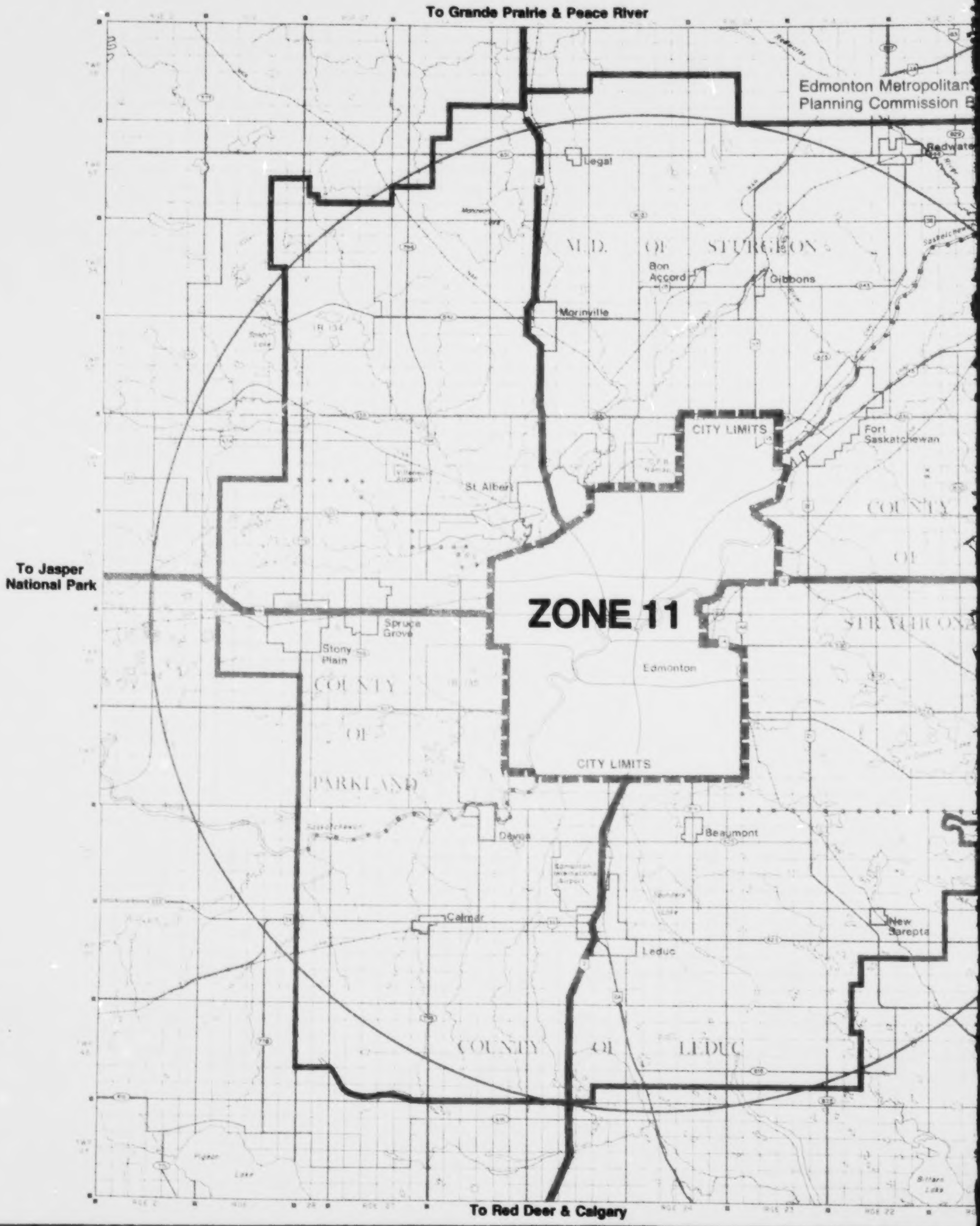
THREE PHASE PROCESS.

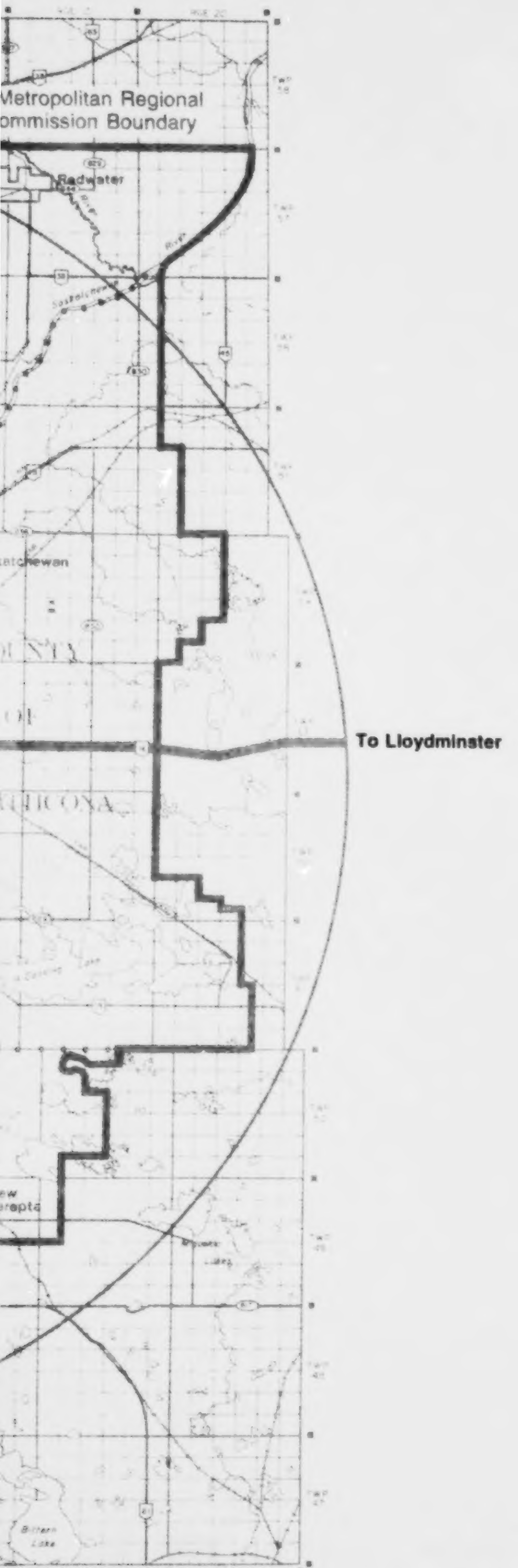
Under the guidance of a Steering Committee, the study was prepared in three phases as follows:

Phase I:	Inventory and Assessment of Tourism Resources
Phase II:	Market and Visitor Profile
Phase III:	Identification and Evaluation of Tourism Development Opportunities

The study commenced in March of 1989 with the final report prepared in August 1989. From March through June, 1989, members of the consulting team were in contact with numerous government officials, elected representatives, business people and residents to obtain base information for the inventory, discuss ideas for development of the tourism industry and identify existing and potential markets for tourism in Edmonton.

It is also important to note during the same time period that this study was conducted, the same consultants facilitated the preparation of Edmonton's Tourism Action Plan. The plan identifies tourism assets and concerns, goals, objectives and action plans for achieving the objectives. A copy of the Tourism Action Plan can be obtained from Edmonton Tourism. Material prepared for the Tourism Action Plan process regarding Edmonton's tourism assets and industry concerns was used in establishing opportunities for consideration in the Destination Area Study. All of the Steering Committee members for the Destination Area Study were members of a larger group responsible for having input into the preparation of the Tourism Action Plan.


To Grande Prairie & Peace River
Edmonton Metropolitan
Planning Commission B
Redwater
Legal
M.D. OF STURGEON
Bon Accord
Gibbons
Morinville
CITY LIMITS
Fort Saskatchewan
St. Albert
COUNTY OF STRATHCONA
To Jasper National Park
ZONE 11
Spruce Grove
Stony Plain
Edmonton
COUNTY OF PARKLAND
CITY LIMITS
Devon
Beaumont
Calmar
Leduc
New Sarepta
COUNTY OF LEDUC
To Red Deer & Calgary


Metropolitan Regional
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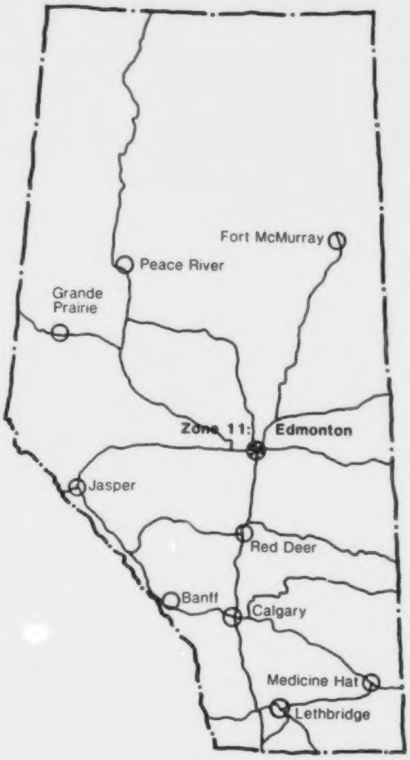
To Lloydminster
Bittern Lake

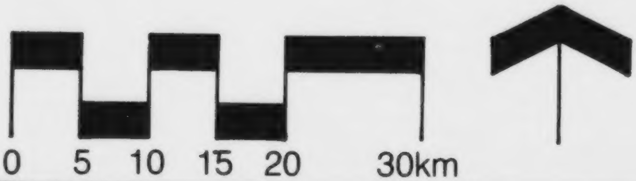
MAP 1:
EDMONTON TOURIST ZONE 11


Fort McMurray
Peace River
Grande Prairie
Zone 11:
Edmonton
Jasper
Red Deer
Banff
Calgary
Medicine Hat
Lethbridge

ALBERTA LOCATION MAP
NOT TO SCALE

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY
EDMONTON, ALBERTA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INVENTORY OF TOURISM RESOURCES.

The inventory of tourism resources in Edmonton includes:

- attractions
- events
- tour operators and tours
- fixed roof accommodation
- food and beverage services
- parks and campgrounds
- outdoor recreation facilities
- secondary recreation facilities
- tourist information centres
- community services
- vehicle services
- transportation facilities and services
- gateways, corridors and linkages
- tourism hospitality and training

There are over 75 attractions in Edmonton and approximately 14 attractions in the surrounding vicinity. Attendance at major attractions in Edmonton and vicinity is shown in Table 1. Attendance trends for the period, 1984 to 1988, are shown for 39 events in Table 2.

TABLE 1
ATTENDANCE AT MAJOR ATTRACTIONS IN EDMONTON AND VICINITY, 1984-1988

EDMONTON:	1984	1985	1986	1987	1988
Historical					
AGT Vista 33 View Gallery and Museum	-	45,000	42,000	40,000	53,537
Alberta Legislature Building	47,950	59,267	62,656	71,729	73,689
Fort Edmonton Park	-	162,000	163,000	175,000	175,311
Gateway Park Oil Interpretive Display	-	-	-	-	97,240
Provincial Museum of Alberta	-	324,187	340,054	299,712	306,322
Visual and Performing Arts					
Citadel Theatre	195,000e	209,000	226,000	224,000	235,500
Edmonton Art Gallery	-	-	-	-	369,000
Jubilee Auditorium	545,000e	545,000e	545,000e	545,000e	545,000e
Stage West Theatre	107,812	110,574	117,517	-	122,281
Character Areas					
Chinatown	-	-	-	-	-
Jasper Avenue (Main Street)	-	-	-	-	-
Old Strathcona	-	-	-	-	-
Rice Howard Way	-	-	-	-	-
The Friendly Street (124 Street)	-	-	-	-	-
Recreational					
Capital City Recreation Park and the North Saskatchewan River Valley Ravine System	-	-	-	-	-
Kinsmen Sports Centre	-	-	-	485,000	525,000
Mill Woods Recreation Centre	512,955	575,676	589,522	575,803	592,375
Nature, Science and Education					
Edmonton Space Sciences Centre	400,000	400,000	400,000	400,000	381,872
John Janzen Nature Centre	-	-	77,074	93,930	109,085
Muttart Conservatory	-	-	101,439	110,584	105,377
University of Alberta Attractions	125,013	116,145	140,500	226,700	232,350
Valley Zoo	163,196	173,958	231,497	208,829	223,732
Business and Entertainment					
Boardwalk Market	-	-	-	-	1,140,000
Clarke Stadium	560,647	489,894	490,894	419,206	400,477
Commonwealth Stadium	122,894	129,948	131,844	113,924	90,416
Edmonton Convention Centre	-	-	-	-	407,640
Edmonton Northlands Attractions	3,580,545	3,504,395	3,309,948	3,529,945	3,592,152
John Ducey Park	224,822	228,102	229,112	229,682	243,000
West Edmonton Mall	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
OUTSIDE EDMONTON:					
Historical					
Multicultural Heritage Centre	78,000	77,000	79,000	82,000	97,735
Ukrainian Cultural Heritage Village	37,449	71,687	71,687	60,068	74,512
Recreational					
Elk Island National Park	393,000	369,000	327,000	340,000	372,000
Nature, Science and Education					
Alberta Wildlife Park	-	-	-	-	70,648
Polar Park	-	-	-	-	-
Business and Entertainment					
Andrew Wolf Wine Cellars	-	-	-	70,000	80,000

Notes:

(1) * Major Attractions are those with greater than 50,000 visitors per annum.

(2) e - estimated figure

(3) (-) figures not available

(4) Commonwealth Stadium includes recreation centre and other event attendance

(5) University of Alberta Attractions including the Myer Horowitz Theatre, Devonian Botanical Gardens, University Farm, Universiade Pavilion. Statistics were not available for the Cross Cancer Institute, Hub Mall or Walter C. McKenzie Health Sciences Centre.

(6) Edmonton Space Sciences Centre attendance for theatres only.

(7) Edmonton Northlands Attractions include the Agricom, Coliseum, Golden Garter, Race Park and Sportex.

TABLE 2
EVENT ATTENDANCE TRENDS

EDMONTON:

	1984	1985	1986	1987	1988
SPORTS					
Canadian Derby (o)	-	8,692	8,324	7,723	8,462
Canadian Finals Rodeo (i)	-	43,162	43,828	45,405	48,841
Edmonton Brick Men's Soccer Club (o)	-	-	-	44,200	49,400
Edmonton Eskimo Football Club (o)	-	-	-	379,933	304,000
Edmonton Oilers Hockey Team (i)	680,000	680,000	680,000	680,000	680,000
Edmonton Trappers Baseball Club (o)	224,822	228,102	229,112	229,682	243,000
Northlands Harness Racing (o)	321,997	326,347	304,796	318,429	315,057
Northlands Thoroughbred Racing (o)	416,195	374,976	395,777	349,272	340,720
Northlands Western - Superodeo (i)*	-	27,784	20,406	12,989	13,214
FESTIVALS					
Canada Day Celebration (o)	-	-	-	-	40,000
Festival of Trees (i)	-	-	-	-	35,670
First Night Festival	-	-	-	-	13,000
Folk Music Festival (o)	11,000	15,000	20,000	22,000	22,500
Heritage Festival (o)	330,750	350,000	380,000	207,000	340,000
International Childrens Festival (o)	-	-	-	-	87,452
Jazz City (i/o)	22,000	22,000	85,000	110,000	115,000
Klondike Days (o)	750,000	800,000	700,000	750,000	750,000
Klondike Days Exposition (o)	609,321	615,846	586,102	650,673	718,380
Summerfest (o)	-	78,000	80,000	85,000	100,000
Teen Festival (i)	-	-	-	-	15,552
The Fringe Theatre Event (o/i)	31,000	66,000	119,000	170,000	175,000
The Works (i/o)	-	-	101,000	115,000	218,620
ENTERTAINMENT					
Caribbean Party (i)	-	-	-	-	3,200
Ice Capades (i)	-	-	-	-	45,000
Oktoberfest (i)	-	-	-	-	3,000
Shrine Circus (i)	-	-	-	-	52,000
CONSUMER AND TRADE SHOWS					
Alberta Gift Show (i)	-	-	-	-	26,000
Cameo Craft Show (i)	-	-	-	-	52,000
Edmonton Boat and Sportsmens' Show (i)	-	-	-	-	36,000
Edmonton Home and Garden Show (i)	-	-	-	-	42,000
Edmonton Home Show (i)	24,800	27,300	30,000	33,000	36,000
Edmonton International Auto Show (i)	-	-	-	-	38,000
Gala (i)	-	-	-	35,000	38,000
Northlands Farm Fair (i)	-	-	-	-	40,000
Northlands Western - Trade Shows (1)*	-	-	-	-	27,088
Travel Show (i)	-	-	12,000	15,000	10,000
EDMONTON REGION:					
SPORTS					
Leduc Black Gold Rodeo (o)	-	-	-	-	24,000
Namao International Air Show (o)	120,000	-	170,000	-	180,000
Rainmaker Rodeo (o)	-	-	-	-	12,000

Legend:
o = outdoor * = components of another event
i = indoor

Note: Event names have been abbreviated in some cases.

THE RICH HERITAGE OF EDMONTON IS A SIGNIFICANT TOURISM RESOURCE.

The rich heritage of Edmonton gives rise to several themes that are and can be presented to visitors. Some of the more significant themes are:

- **Fort Edmonton** - The fur trade and settlement themes are represented through the history of the forts. The fort and the settlement of Edmonton after the fur trade are portrayed in Fort Edmonton Park located a few miles upstream from the site of the last original Fort Edmonton.

- **Downtown** - The settlement of Edmonton through commercial activity is represented by the historic sites and buildings in the downtown and surrounding area. These are the subject of several tours, character areas and proposed developments. The very hub of early Edmonton still remains basically intact.

- **North Saskatchewan River Valley** - The North Saskatchewan River was the route that ultimately allowed settlement of Edmonton to occur. It is the focal point of a somewhat romantic and glamorous history involving riverboats, pioneers of the city and landmark decisions by City Council.

- **Multiculturalism** - Edmonton has been an attractive place for many of the dreams of settlers. The economic fortune brought about largely by resource development has attracted peoples from over 50 nations with the predominant groups being of British, Ukrainian, French and German descent. Today, there are approximately 400 ethnic organizations in Edmonton which play an active role in the city's business, cultural and social environment. These cultures are represented in arts, entertainment, restaurants, commercial and residential areas, religion, festivals and business activities. Edmonton is being promoted as "Canada's Festival City".

- **Old Strathcona** - The Strathcona area which played such an integral role in the establishment of Edmonton has been preserved and rejuvenated by the Old Strathcona Foundation. Many of its residential and commercial components have been restored along with the programming of several activities including the Fringe Theatre Festival, Farmer's Market, Princess Repertory Theatre, walking tours, street dancing and other special events.

- **Oil and Gas Industry** - This industry has spawned most of the development of the city and the surrounding region over the past few decades. The many oil and gas discoveries and the role of Edmonton as "Gateway to the North" has made Edmonton one of the most modern cities in North America. However, much of this activity is not well interpreted for visitors.

- **The Klondike Gold Rush** - Klondike Days is one of the most popular tourist festivals in Edmonton. Although the Klondike theme is based on an event that was not centered in Edmonton, "Klondike" represents an exciting and dynamic image centered around resource development. Rather than thinking of it as a particular point in time, it may be more appropriate to think of it as an attitude which still exists in Edmonton amongst its residents who have been drawn to the city to try their hand at reaping the rewards of resource development in the frontiers of Northern Alberta and Canada. Apart from the ten days of the Klondike Festival during late July, there is little evidence of the Klondike theme throughout the year. People in period costumes, entertainment, food and events centered around the Klondike theme throughout the year would provide a stronger and more successful image of the Klondike for visitors and residents.

IMPLICATIONS OF INVENTORY AND ASSESSMENT.

The major implications of each major component of the inventory and the market assessments are as follows:

ATTRACTIONS

- Edmonton has several attractions that draw over 100,000 people each year. The most popular attraction is West Edmonton Mall. The range of attractions in the city appeals to a broad cross-section of visitor needs and interests. There are several attractions proposed for development and upgrading in the next few years. Except for West Edmonton Mall, the major attractions do very little promotion outside of Edmonton and Alberta. The major emphasis should be on expansion, increased programming and improved marketing for most attractions.

- Most of Edmonton's major attractions are of a calibre that would draw attention once visitors arrive in Edmonton. However, investment in the enhancement of some existing attractions will likely create additional drawing power for Edmonton.

- The North Saskatchewan River Valley and Ravine System needs to be viewed and planned as a significant tourism resource.

EVENTS

- Edmonton is promoted as Canada's Festival City. Many events have potential to attract more visitors providing more tourism marketing is done.

- Edmonton has been host to several world class events. A strategic plan to stage national and international events as a focus for longer term tourism marketing is needed.

- Edmonton Klondike Days is the most successful event in drawing visitors to Edmonton. It is a unique image for a major tourism destination that can draw attention and visitation year round.

- A good opportunity to package and promote more events and activities for individual travellers and tour operators exist for Edmonton.

SERVICES AND INFRASTRUCTURE

- The range of accommodation services can be expanded in order to provide a greater variety for travellers such as more hotel rooms to host larger conferences, meetings and trade shows and more full-service campsites.

- Restaurant and shopping areas outside of West Edmonton Mall can develop coordinated marketing strategies to target tourists.

- Visitor information services and ground tour operations can be improved to better meet the needs of tourists.

- The Yellowhead Highway which was recently designated as a Trans-Canada Highway is an important component in planning to draw more rubber-tire traffic to Edmonton.

- Several areas of the city such as Downtown, Old Towne and Old Strathcona can be developed and promoted as tourist attraction and service areas.

- Air service improvements are required to enhance Edmonton's accessibility to existing and potential markets.

- Rail service from Edmonton regional markets - Jasper, Vancouver and Calgary - needs to be retained and improved.

- Hospitality training courses need to be expanded and improved to meet the growing demand for trained personnel in the industry.

MARKETS

- For leisure travel, Edmonton draws most of its visitors from Alberta, major centres in Western Canada, the northwest United States and California. Apart from further penetration into existing markets, the greatest potential for significant growth in visitation is from the Pacific Rim, Southern and Central United States, Ontario, United Kingdom and Western Europe.

- For conferences and trade shows, the greatest potential exists for organizations looking for less traditional destinations, have Canadian members, and are also attracted by the types of attractions in Edmonton and the Canadian Rocky Mountains, particularly Edmonton's mountain partner, Jasper.

SIX MILLION VISITORS TO EDMONTON.

Alberta Tourism, Edmonton Tourism and several other sources provided information on the numbers of visitors and the seasonal variation in visitation to Edmonton:

- An estimated total of 6.0 million visitors came to Edmonton in 1988.

- In 1986, 3,392,000 person-trips were made by Canadians who listed Zone 11 as their main destination (tourists who passed through the zone without staying overnight were not included in this figure).

- Edmonton realized the highest percentage of total Canadian visitation relative to all other zones in the province in 1986.

- July and August are the heaviest months for Zone 11 traffic. However, total visitation to Edmonton is still more evenly distributed across the four quarters of the year compared to other zones.

The primary trip purposes of travellers are shown in Table 3.

TABLE 3
PRIMARY TRIP PURPOSE, TRAVELLERS TO ZONE 11, 1986 CTS[1] AND 1982 ATS[2] DATA

TRIP PURPOSE CATEGORY	1982 ATS (NON-ALBERTANS)			1986 CTS	
	VISITS TO ZONE %	OVERNIGHT IN ZONE %	ZONE MAIN ALBERTA DESTINATION %	ALL CANADIANS	ALBERTANS ONLY
Visit friends/relatives	33	33	39	30%	28%
Vacation	40	33	25	26%	26%
Business	21	27	28	26%	26%
Personal reasons	6	6	6	18%	20%
Just passing through	1	2	1	N/A	N/A

N/A = Not available
[1] Canadian Travel Survey
[2] Alberta Travel Survey

Columns may not add to 100% due to rounding.

Trip purpose characteristics compare favourably with those of all Alberta travellers. Based on Alberta Travel Survey data, Edmonton shows higher than average business travel and somewhat lower than average vacation travel. It also shows slightly higher than average visiting friends and relatives (VFR) travel.

About 54% of all non-Albertan visitors to the zone in 1982 stated Edmonton as their main destination. The comparable figure for Calgary is 41%.

Table 4 shows that in 1988 Edmonton hosted 150 major conventions and an estimated 90,575 delegates.

TABLE 4

MAJOR EDMONTON CONVENTIONS 1988
(100 + DELEGATES)

Convention Type	# Delegates	# Conventions
International	10,820	18
North American	2,250	4
Canadian	22,625	45
Provincial	54,880	83
Total	90,575	150

(Source: Edmonton Tourism)

Over 500,000 people attended consumer and trade shows in Edmonton in 1988. Most trade shows are focused on local and regional producers, purchasers, and audiences. Edmonton has an excellent product for this market segment, and increased marketing effort could yield even better results. This segment is also a very competitive segment among North American cities.

The visiting friends and relatives market included 1,017,600 Canadian person trips in 1986. It also included about 83,000 person trips of American visitation and about 24,000 person trips of overseas visitation in 1982.

EDMONTON'S TARGET MARKETS.

Leisure Travel Markets

Target Audience	1) Public, Rubber Tire 2) Tour Operators/Travel Agents 3) Carriers - Rail, Air, Bus 4) Media
Product Type	1) Visiting Friends and Relatives 2) Events and Festivals 3) Sports/Shopping 4) New Products - Off Season
Primary Markets	1) Western Canada 2) Ontario 3) California 4) Pacific Northwest U.S.A. 5) New York - Florida (Eastern Seaboard)

Secondary Markets	1) Pacific Rim, especially Japan 2) Europe 3) Rest of Canada 4) Alaska 5) Australia and New Zealand

Conference and Trade Show Markets

Target Audience	1) Association Executives 2) Association and Corporate Meeting Planners 3) Trade Shows and Exhibitions 4) Edmonton Corporate Influencers 5) Incentive Travel Planners/Decision Makers
Priority Markets	1) Toronto/Ottawa 2) Washington, D.C. 3) Chicago 4) New York 5) Europe
Secondary Markets	1) Western Canada 2) California 3) Texas 4) Pacific Rim

Visitor Services Markets

Target Audience	1) Residents with Visiting Friends and Relatives 2) Local Tourism Industry 3) Media 4) All Visitors
Product Type	1) All Trip Purposes 2) All Facilities, Events, Attractions and Services 3) Service Information Centres at Major Gateways and Entry Points

TOURISM DEVELOPMENT OPPORTUNITIES IN EDMONTON - A FRAMEWORK.

The unique combination of people, natural resources, attractions, facilities and the location of Edmonton relative to other major tourist destinations in Alberta, Canada and globally present several opportunities for development of

Edmonton's tourism industry. Tourism development opportunities are identified which capitalize on the existing and potential markets and tourism resources of the zone. In addition, the identified opportunities take into consideration: input received from numerous representatives of the tourism industry while compiling the inventory for this study, input received during the workshops for Edmonton's Tourism Action Plan, and an assessment of the competitive position of Edmonton in the marketplace.

The main thrust of tourism development must be the creation of economic and social benefits to the community. Investment should come from the business community and not-for-profit tourism organizations such as Edmonton Tourism and local, provincial and federal governments must strive to improve the environment for investment, development and ongoing business activity in the tourism industry. Governments must continue to take initiatives to stimulate new investment in tourism businesses in order to achieve broader tourism development objectives. The Governments of Canada, Alberta and Edmonton have recognized the strong potential for growth in the tourism industry to create employment, income and economic diversification.

In discussing a framework for tourism development, five basic components of tourism must be recognized. They are:

- **tourism attractions**
- **tourism promotion**
- **tourism infrastructure**
- **tourism hospitality**
- **tourism services**

In identifying opportunities for developing Edmonton's tourism industry, basic strategic directions must be established. The recommended directions for tourism development opportunities in Edmonton are:

1. **To better position Edmonton as a conference, trade show and leisure travel destination in the minds of our target markets by investing in key opportunities.**

2. **To optimize use of existing facilities, attractions, services, infrastructure, financial and human resources.**

3. **To provide an improved environment for private sector investment, development and operation in all components of the tourism industry.**

4. **To promote and support capital development and investment in events which maximize Edmonton's impact in the marketplace.**

KEY PLAYERS IN TOURISM DEVELOPMENT.

The development of tourism requires cooperation and coordination of many businesses and organizations. The people must work as a team in the individual establishments and with other establishments and organizations in the industry to achieve a common vision of Edmonton's tourism image and product. To effectively manage the development of the tourism industry, the aspirations of the players must be met. The key players in Edmonton include:

- hotels, airlines, restaurants, tour operators and other businesses providing attractions, hospitality and services to visitors;
- West Edmonton Mall and Canada's Fantasyland;
- Edmonton Northlands;
- festival organizations;
- Edmonton Convention and Tourism Authority (Edmonton Tourism);
- Edmonton Convention Centre Authority;
- City of Edmonton;
- Edmonton Parks and Recreation;
- Alberta Tourism;
- Tourism Canada;
- Alberta Culture and Multiculturalism;
- community organizations and associations such as the Chamber of Commerce, service clubs, event organizations and business associations;

- planning authorities and other regulatory agencies; and
- a wide variety of government departments at the municipal, provincial and federal levels.

All the players in the tourism industry can help in the development of the tourism industry in Edmonton.

TWENTY KEY TOURISM DEVELOPMENT OPPORTUNITIES.

Seventy tourism development opportunities were identified from the assessment of resources and markets. These opportunities were analyzed to identify 20 key tourism development opportunities. The criteria used for identifying the most significant opportunities which would build on the tourism strengths of Edmonton and minimize its weaknesses were as follows (not in order of priority):

- Generates increases in total visitation, visitor frequency, length of stay and average visitor expenditures.
- Creates a private sector investment opportunity.
- Expands or improves existing tourism resources to improve their effectiveness.
- Enhances the range of attractions, events, facilities and services to meet the needs of existing and potential markets.
- Creates a major tourism generator.
- Recognizes industry stakeholders that are actively pursuing or supporting tourism development.
- Recognizes plans for action or positive feasibility studies that have been completed and adopted.

For each of the twenty key tourism development opportunities, additional information was gathered and an assessment conducted. For each opportunity, additional information is provided in the full report according to the following outline:

- a more detailed description of the opportunity;
- identification of the tourism industry component;
- preliminary assessment based on a review of available information and identifying some basic parameters for further study;
- identification of potential impacts and constraints;
- identification of capital or operations emphasis;
- suggested timing for completion or achievement of the opportunity;
- possible responsible parties to initiate or complete implementation of the opportunity; and
- preliminary order of magnitude operating and capital cost estimates are provided in 1989 dollars.

Table 5 presents a summary of the 20 key tourism development opportunities.

TABLE 5
SUMMARY OF SELECTED TOURISM DEVELOPMENT OPPORTUNITIES IN EDMONTON

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	TIMING FOR COMPLETION	POSSIBLE RESPONSIBLE PARTIES	PRELIMINARY ORDER OF MAGNITUDE COST ESTIMATES (1989 DOLLARS)
Attractions				
Enhance Klondike Days in Edmonton to include such things as a permanent Klondike Days image in the City through various tourist oriented operations; develop a Klondike Days Stage Show; package Klondike Days events; establish a permanent historic area in the downtown such as the proposed Mainstreet '98; develop a Klondike Days Village at Edmonton Northlands; and establish year-round Klondike Days hospitality and entertainment.	Both	By 1991 and Ongoing Thereafter	Edmonton Klondike Days Association Industry Groups such as Hoteliers and Tour Operators Edmonton Tourism Edmonton Northlands Sourdough Raft Race Association	Capital - $1 to $5 million Operating - $0.5 to $1.0 million/annum
Develop a Concert Hall in the downtown area.	Capital	1993 - will proceed with construction after funding is in place	Concert Hall Foundation City of Edmonton	Capital - $40 million with a portion allocated to an endowment fund to support operations Operating - Projected breakeven after 2 to 4 years of operation
Establish riverboat excursions on the North Saskatchewan River.	Capital	1990	Private Investors City of Edmonton	Capital - $2.0 to $2.5 million Operating - $1.0 to $2.0 million per annum
Launch the Dinosaur Exhibit World Tour by the Ex Terra Foundation and locate the permanent display in Edmonton after the World Tour.	Both	1991 for Launch 1995 for Permanent Exhibit	Edmonton Tourism City of Edmonton Alberta Culture and Multiculturalism	Capital - $10 to $20 million for permanent exhibit Operation - To be determined
Develop a World Class Oil Interpretive Centre in the Edmonton Region.	Both	1993 to 1996	City of Leduc Oil Industry Province of Alberta	Capital - $30 to $35 million Operating - $3 to $4 million
Accelerate the upgrading and expansion of Fort Edmonton Park.	Capital	1995	Fort Edmonton Management Fort Edmonton Historical Foundation City of Edmonton Province of Alberta	Capital - $25.0 million Operating - Increase required for more effective promotion, better interpretation and more revenue areas.
Develop events which draw national and international visitors such as a 200th Anniversary event for Edmonton in 1995, a Winter World's Fair to celebrate the "Turn of the Century", and 100th anniversary celebrations for the Province of Alberta (2005) and the City of Edmonton (2004).	Both	1995 to 2005	Edmonton Chamber of Commerce Edmonton Tourism City of Edmonton Business Leaders	Capital - Estimates must be prepared for each event to improve or construct new venues. Operating - Estimates must be prepared for the operation and promotion of each event.
Develop and promote the North Saskatchewan River Valley as a major tourist attraction (including better physical access from downtown hotels and the convention centre; outdoor activity packages; and commercial tourist services).	Both	Ongoing	City of Edmonton Attraction Operations in River Valley Province of Alberta	Capital - $10's of millions Operating - several million dollars per annum
Support the development of attractions, resorts and other tourist destination products in central and northern Alberta through the initiatives of the Northern Alberta Mayor's Task Force.	Capital	Ongoing	Edmonton Tourism City of Edmonton Private Investors	Capital - Capital implications for Edmonton need to be determined Operating - Minimal additional cost to Edmonton
Develop Edmonton as the principal gateway for Central and Northern Alberta, the Northwest Territories and the Yukon.	Operations	1991 - 1992	Edmonton Tourism	Capital - Minimal Operating - $100,000 to $200,000

TABLE 5
SUMMARY OF SELECTED TOURISM DEVELOPMENT OPPORTUNITIES IN EDMONTON
(Continued)

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	TIMING FOR COMPLETION	POSSIBLE RESPONSIBLE PARTIES	PRELIMINARY ORDER OF MAGNITUDE COST ESTIMATES (1989 DOLLARS)
Attractions (Continued)				
Develop industrial tours featuring petrochemical, oil and gas exploration, agricultural and biotechnical industries.	Operations	1992	Tour Operators Owners of Plants with Good Tour Potential Edmonton Tourism	Capital - Minimal in most situations Operating - Cost of guide operations, insurance, overhead and promotions
Develop tourism products which capitalize on the multicultural makeup of Edmonton.	Operations	1994	Ethnic Groups Edmonton Tourism Alberta Culture and Multiculturalism	Capital - To be determined Operating - To be determined
Services				
Redevelop the Hotel Macdonald as a first class business and convention property.	Capital	Mid 1990	CP Hotels and Resorts City of Edmonton	Capital - $20 million Operating - N/A
Develop more full-service campgrounds, services and promotions targeted at campers and recreational vehicle users.	Both	Ongoing	Alberta Tourism Alberta Recreation and Parks Private Operators	Capital - $1 to $2 million per campground Operating - $100,000 to $150,000 per annum
Infrastructure				
Develop Edmonton as a major international air service "hub" with improved service from regional, national, and international markets.	Capital	1995 - 2000	Edmonton Regional Airports Task Force City of Edmonton Transport Canada Edmonton's Travel Industry	Capital - $100's of millions for airport and non-airport development Operating - Not Known
Retention and improvement of rail service from Jasper, Vancouver, Calgary and other regional markets.	Operations	1994	Government of Canada City of Edmonton Private Operators	Capital - To be determined Operating - To be determined
Promotions				
Enhance promotion of the Yellowhead Highway as the "Other" Trans-Canada route, and twin the highway across Canada.	Both	1991 for Twinning Through Alberta	Alberta Transportation and Utilities Yellowhead Highway Association City of Edmonton Communities and Tourist Associations along the highway	Capital - $30 to $35 million per annum to 1991 Operating - $200,000 to $300,000 per year for promotion
Develop packaging, promotions and transportation systems such as joint packaging and promotion initiatives involving attractions, events, and other activities, and encourage the development of tour wholesalers.	Operations	1993	Edmonton Tourism Tour Operators and Wholesalers	Capital - Minimal Operating - Several $100,000
Develop a central information and reservation system for accommodation, tours, events and other services.	Both	1990 or 1991	Private Sector Edmonton Tourism	Capital - $250,000 to $400,000 Operating - $250,000 to $300,000
Establish landmark and promotional images for Edmonton.	Both	1994	Edmonton Tourism	Capital - To be determined Operating - Part of overall marketing program

ACKNOWLEDGEMENTS

The successful completion of this study would not have been possible without the cooperation and assistance of many individuals and organizations. Several individuals in government and operators of attractions provided documents, maps, brochures, statistics, data, information, and suggestions which proved invaluable to the inventory and assessment of resources and identification of tourism development opportunities.

Members of the Steering Committee and consulting team responsible for the preparation of this study are:

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Cover Photograph - Courtesy of Alberta Tourism.

TOURISM DESTINATION AREA STUDY

EDMONTON, ALBERTA

PANNELL
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90-03802/

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TOURISM

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TO WHOM IT MAY CONCERN

The enclosed consultant's report provides an inventory and assessment of the tourism resources in Edmonton, Tourist Zone 11. The Zone boundary corresponds to the City of Edmonton corporate limits. Potential tourism development opportunities are identified.

It should be noted that the study was conducted by an independent consultant commissioned by Alberta Tourism and the Edmonton Convention and Tourism Authority, and does not represent the policies of these organizations.

During the preparation of the report, the consultant obtained input from business people, organizations, elected representatives, residents, and local and provincial agencies with an interest in the area.

If you have any comments relative to the report please forward them to either:

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Additional copies of this report are available by contacting the above addresses, or phone numbers.

Sincerely,

Bernard F. Campbell
Deputy Minister

TOURISM DESTINATION AREA STUDY

EDMONTON, ALBERTA

Prepared for:

Alberta Tourism
and
Edmonton Convention and Tourism Authority

Prepared by:

Pannell Kerr Forster
Management Consultants
Edmonton

AUGUST 1989

EXECUTIVE SUMMARY

TOURISM DESTINATION AREA STUDY
EDMONTON, ALBERTA

EXECUTIVE SUMMARY

TO INVENTORY, ASSESS AND IDENTIFY OPPORTUNITIES.

Alberta Tourism and Edmonton Convention and Tourism Authority (Edmonton Tourism) initiated the Tourism Destination Area Study process in the fall of 1988.

The purpose of this study is to inventory and assess the tourism resources primarily within Edmonton, and identify opportunities for tourism development. The objectives of the inventory and assessment are three-fold:

1. To inventory and assess the tourism resources in Edmonton.
2. To evaluate existing and potential tourism markets for Edmonton.
3. To identify and evaluate tourism opportunities and constraints for Edmonton.

The identified tourism development opportunities are intended to increase visitation, length of visitor stay and visitor expenditures. The tourism development opportunities are identified based on a general assessment of the city's resources and market potential for tourism. **In most cases, further detailed studies of the resources, markets, and finances for each opportunity are required prior to implementation decisions.**

The study area is Tourist Zone 11 as defined by the corporate limits of the City of Edmonton.

THREE PHASE PROCESS.

Under the guidance of a Steering Committee, the study was prepared in three phases as follows:

Phase I:	Inventory and Assessment of Tourism Resources
Phase II:	Market and Visitor Profile
Phase III:	Identification and Evaluation of Tourism Development Opportunities

The study commenced in March of 1989 with the final report prepared in August 1989. From March through June, 1989, members of the consulting team were in contact with numerous government officials, elected representatives, business people and residents to obtain base information for the inventory, discuss ideas for development of the tourism industry and identify existing and potential markets for tourism in Edmonton.

It is also important to note during the same time period that this study was conducted, the same consultants facilitated the preparation of Edmonton's Tourism Action Plan. The plan identifies tourism assets and concerns, goals, objectives and action plans for achieving the objectives. A copy of the Tourism Action Plan can be obtained from Edmonton Tourism. Material prepared for the Tourism Action Plan process regarding Edmonton's tourism assets and industry concerns was used in establishing opportunities for consideration in the Destination Area Study. All of the Steering Committee members for the Destination Area Study were members of a larger group responsible for having input into the preparation of the Tourism Action Plan.

INVENTORY OF TOURISM RESOURCES.

The inventory of tourism resources in Edmonton includes:

- attractions
- events
- tour operators and tours
- fixed roof accommodation
- food and beverage services
- parks and campgrounds
- outdoor recreation facilities
- secondary recreation facilities
- tourist information centres
- community services
- vehicle services
- transportation facilities and services
- gateways, corridors and linkages
- tourism hospitality and training

There are over 75 attractions in Edmonton and approximately 14 attractions in the surrounding vicinity. Attendance at major attractions in Edmonton and vicinity is shown in Table 1. Attendance trends for the period, 1984 to 1988, are shown for 39 events in Table 2.

TABLE 1
ATTENDANCE AT MAJOR ATTRACTIONS IN EDMONTON AND VICINITY, 1984-1988

EDMONTON:	1984	1985	1986	1987	1988
Historical					
AGT Vista 33 View Gallery and Museum	-	45,000	42,000	40,000	53,537
Alberta Legislature Building	47,950	59,267	62,656	71,729	73,689
Fort Edmonton Park	-	162,000	163,000	175,000	175,311
Gateway Park Oil Interpretive Display	-	-	-	-	97,240
Provincial Museum of Alberta	-	324,187	340,054	299,712	306,322
Visual and Performing Arts					
Citadel Theatre	195,000e	209,000	226,000	224,000	235,500
Edmonton Art Gallery	-	-	-	-	369,000
Jubilee Auditorium	545,000e	545,000e	545,000e	545,000e	545,000e
Stage West Theatre	107,812	110,574	117,517	-	122,281
Character Areas					
Chinatown	-	-	-	-	-
Jasper Avenue (Main Street)	-	-	-	-	-
Old Strathcona	-	-	-	-	-
Rice Howard Way	-	-	-	-	-
The Friendly Street (124 Street)	-	-	-	-	-
Recreational					
Capital City Recreation Park and the North Saskatchewan River Valley Ravine System	-	-	-	-	-
Kinsmen Sports Centre	-	-	-	485,000	525,000
Mill Woods Recreation Centre	512,955	575,676	589,522	575,803	592,375
Nature, Science and Education					
Edmonton Space Sciences Centre	400,000	400,000	400,000	400,000	381,872
John Janzen Nature Centre	-	-	77,074	93,930	109,085
Muttart Conservatory	-	-	101,439	110,584	105,377
University of Alberta Attractions	125,013	116,145	140,500	226,700	232,350
Valley Zoo	163,196	173,958	231,497	208,829	223,732
Business and Entertainment					
Boardwalk Market	-	-	-	-	1,140,000
Clarke Stadium	560,647	489,894	490,894	419,206	400,477
Commonwealth Stadium	122,894	129,948	131,844	113,924	90,416
Edmonton Convention Centre	-	-	-	-	407,640
Edmonton Northlands Attractions	3,580,545	3,504,395	3,309,948	3,529,945	3,592,152
John Ducey Park	224,822	228,102	229,112	229,682	243,000
West Edmonton Mall	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
OUTSIDE EDMONTON:					
Historical					
Multicultural Heritage Centre	78,000	77,000	79,000	82,000	97,735
Ukrainian Cultural Heritage Village	37,449	71,687	71,687	60,068	74,512
Recreational					
Elk Island National Park	393,000	369,000	327,000	340,000	372,000
Nature, Science and Education					
Alberta Wildlife Park	-	-	-	-	70,648
Polar Park	-	-	-	-	-
Business and Entertainment					
Andrew Wolf Wine Cellars	-	-	-	70,000	80,000

Notes:

(1) * Major Attractions are those with greater than 50,000 visitors per annum.

(2) e - estimated figure

(3) (-) figures not available

(4) Commonwealth Stadium includes recreation centre and other event attendance

(5) University of Alberta Attractions including the Myer Horowitz Theatre, Devonian Botanical Gardens, University Farm, Universiade Pavilion. Statistics were not available for the Cross Cancer Institute, Hub Mall or Walter C. McKenzie Health Sciences Centre.

(6) Edmonton Space Sciences Centre attendance for theatres only.

(7) Edmonton Northlands Attractions include the Agricom, Coliseum, Golden Garter, Race Park and Sportex.

TABLE 2
EVENT ATTENDANCE TRENDS

EDMONTON:

	1984	1985	1986	1987	1988
SPORTS					
Canadian Derby (o)	-	8,692	8,324	7,723	8,462
Canadian Finals Rodeo (i)	-	43,162	43,828	45,405	48,841
Edmonton Brick Men's Soccer Club (o)	-	-	-	44,200	49,400
Edmonton Eskimo Football Club (o)	-	-	-	379,933	304,000
Edmonton Oilers Hockey Team (i)	680,000	680,000	680,000	680,000	680,000
Edmonton Trappers Baseball Club (o)	224,822	228,102	229,112	229,682	243,000
Northlands Harness Racing (o)	321,997	326,347	304,796	318,429	315,057
Northlands Thoroughbred Racing (o)	416,195	374,976	395,777	349,272	340,720
Northlands Western - Superodeo (i)*	-	27,784	20,406	12,989	13,214
FESTIVALS					
Canada Day Celebration (o)	-	-	-	-	40,000
Festival of Trees (i)	-	-	-	-	35,670
First Night Festival	-	-	-	-	13,000
Folk Music Festival (o)	11,000	15,000	20,000	22,000	22,500
Heritage Festival (o)	330,750	350,000	380,000	207,000	340,000
International Childrens Festival (o)	-	-	-	-	87,452
Jazz City (i/o)	22,000	22,000	85,000	110,000	115,000
Klondike Days (o)	750,000	800,000	700,000	750,000	750,000
Klondike Days Exposition (o)	609,321	615,846	586,102	650,673	718,380
Summerfest (o)	-	78,000	80,000	85,000	100,000
Teen Festival (i)	-	-	-	-	15,552
The Fringe Theatre Event (o/i)	31,000	66,000	119,000	170,000	175,000
The Works (i/o)	-	-	101,000	115,000	218,620
ENTERTAINMENT					
Caribbean Party (i)	-	-	-	-	3,200
Ice Capades (i)	-	-	-	-	45,000
Oktoberfest (i)	-	-	-	-	3,000
Shrine Circus (i)	-	-	-	-	52,000
CONSUMER AND TRADE SHOWS					
Alberta Gift Show (i)	-	-	-	-	26,000
Cameo Craft Show (i)	-	-	-	-	52,000
Edmonton Boat and Sportsmens' Show (i)	-	-	-	-	36,000
Edmonton Home and Garden Show (i)	-	-	-	-	42,000
Edmonton Home Show (i)	24,800	27,300	30,000	33,000	36,000
Edmonton International Auto Show (i)	-	-	-	-	38,000
Gala (i)	-	-	-	35,000	38,000
Northlands Farm Fair (i)	-	-	-	-	40,000
Northlands Western - Trade Shows (l)*	-	-	-	-	27,088
Travel Show (i)	-	-	12,000	15,000	10,000
EDMONTON REGION:					
SPORTS					
Leduc Black Gold Rodeo (o)	-	-	-	-	24,000
Namao International Air Show (o)	120,000	-	170,000	-	180,000
Rainmaker Rodeo (o)	-	-	-	-	12,000

Legend:
o = outdoor * = components of another event
i = indoor

Note: Event names have been abbreviated in some cases.

THE RICH HERITAGE OF EDMONTON IS A SIGNIFICANT TOURISM RESOURCE.

The rich heritage of Edmonton gives rise to several themes that are and can be presented to visitors. Some of the more significant themes are:

- **Fort Edmonton** - The fur trade and settlement themes are represented through the history of the forts. The fort and the settlement of Edmonton after the fur trade are portrayed in Fort Edmonton Park located a few miles upstream from the site of the last original Fort Edmonton.

- **Downtown** - The settlement of Edmonton through commercial activity is represented by the historic sites and buildings in the downtown and surrounding area. These are the subject of several tours, character areas and proposed developments. The very hub of early Edmonton still remains basically intact.

- **North Saskatchewan River Valley** - The North Saskatchewan River was the route that ultimately allowed settlement of Edmonton to occur. It is the focal point of a somewhat romantic and glamorous history involving riverboats, pioneers of the city and landmark decisions by City Council.

- **Multiculturalism** - Edmonton has been an attractive place for many of the dreams of settlers. The economic fortune brought about largely by resource development has attracted peoples from over 50 nations with the predominant groups being of British, Ukrainian, French and German descent. Today, there are approximately 400 ethnic organizations in Edmonton which play an active role in the city's business, cultural and social environment. These cultures are represented in arts, entertainment, restaurants, commercial and residential areas, religion, festivals and business activities. Edmonton is being promoted as "Canada's Festival City".

- **Old Strathcona** - The Strathcona area which played such an integral role in the establishment of Edmonton has been preserved and rejuvenated by the Old Strathcona Foundation. Many of its residential and commercial components have been restored along with the programming of several activities including the Fringe Theatre Festival, Farmer's Market, Princess Repertory Theatre, walking tours, street dancing and other special events.

- **Oil and Gas Industry** - This industry has spawned most of the development of the city and the surrounding region over the past few decades. The many oil and gas discoveries and the role of Edmonton as "Gateway to the North" has made Edmonton one of the most modern cities in North America. However, much of this activity is not well interpreted for visitors.

- **The Klondike Gold Rush** - Klondike Days is one of the most popular tourist festivals in Edmonton. Although the Klondike theme is based on an event that was not centered in Edmonton, "Klondike" represents an exciting and dynamic image centered around resource development. Rather than thinking of it as a particular point in time, it may be more appropriate to think of it as an attitude which still exists in Edmonton amongst its residents who have been drawn to the city to try their hand at reaping the rewards of resource development in the frontiers of Northern Alberta and Canada. Apart from the ten days of the Klondike Festival during late July, there is little evidence of the Klondike theme throughout the year. People in period costumes, entertainment, food and events centered around the Klondike theme throughout the year would provide a stronger and more successful image of the Klondike for visitors and residents.

IMPLICATIONS OF INVENTORY AND ASSESSMENT.

The major implications of each major component of the inventory and the market assessments are as follows:

ATTRACTIONS

- Edmonton has several attractions that draw over 100,000 people each year. The most popular attraction is West Edmonton Mall. The range of attractions in the city appeals to a broad cross-section of visitor needs and interests. There are several attractions proposed for development and upgrading in the next few years. Except for West Edmonton Mall, the major attractions do very little promotion outside of Edmonton and Alberta. The major emphasis should be on expansion, increased programming and improved marketing for most attractions.

- Most of Edmonton's major attractions are of a calibre that would draw attention once visitors arrive in Edmonton. However, investment in the enhancement of some existing attractions will likely create additional drawing power for Edmonton.

- The North Saskatchewan River Valley and Ravine System needs to be viewed and planned as a significant tourism resource.

EVENTS

- Edmonton is promoted as Canada's Festival City. Many events have potential to attract more visitors providing more tourism marketing is done.

- Edmonton has been host to several world class events. A strategic plan to stage national and international events as a focus for longer term tourism marketing is needed.

- Edmonton Klondike Days is the most successful event in drawing visitors to Edmonton. It is a unique image for a major tourism destination that can draw attention and visitation year round.

- A good opportunity to package and promote more events and activities for individual travellers and tour operators exist for Edmonton.

SERVICES AND INFRASTRUCTURE

- The range of accommodation services can be expanded in order to provide a greater variety for travellers such as more hotel rooms to host larger conferences, meetings and trade shows and more full-service campsites.

- Restaurant and shopping areas outside of West Edmonton Mall can develop coordinated marketing strategies to target tourists.

- Visitor information services and ground tour operations can be improved to better meet the needs of tourists.

- The Yellowhead Highway which was recently designated as a Trans-Canada Highway is an important component in planning to draw more rubber-tire traffic to Edmonton.

- Several areas of the city such as Downtown, Old Towne and Old Strathcona can be developed and promoted as tourist attraction and service areas.

- Air service improvements are required to enhance Edmonton's accessibility to existing and potential markets.

- Rail service from Edmonton regional markets - Jasper, Vancouver and Calgary - needs to be retained and improved.

- Hospitality training courses need to be expanded and improved to meet the growing demand for trained personnel in the industry.

MARKETS

- For leisure travel, Edmonton draws most of its visitors from Alberta, major centres in Western Canada, the northwest United States and California. Apart from further penetration into existing markets, the greatest potential for significant growth in visitation is from the Pacific Rim, Southern and Central United States, Ontario, United Kingdom and Western Europe.

- For conferences and trade shows, the greatest potential exists for organizations looking for less traditional destinations, have Canadian members, and are also attracted by the types of attractions in Edmonton and the Canadian Rocky Mountains, particularly Edmonton's mountain partner, Jasper.

SIX MILLION VISITORS TO EDMONTON.

Alberta Tourism, Edmonton Tourism and several other sources provided information on the numbers of visitors and the seasonal variation in visitation to Edmonton:

- An estimated total of 6.0 million visitors came to Edmonton in 1988.

- In 1986, 3,392,000 person-trips were made by Canadians who listed Zone 11 as their main destination (tourists who passed through the zone without staying overnight were not included in this figure).

- Edmonton realized the highest percentage of total Canadian visitation relative to all other zones in the province in 1986.

- July and August are the heaviest months for Zone 11 traffic. However, total visitation to Edmonton is still more evenly distributed across the four quarters of the year compared to other zones.

The primary trip purposes of travellers are shown in Table 3.

TABLE 3
PRIMARY TRIP PURPOSE, TRAVELLERS TO ZONE 11, 1986 CTS[1] AND 1982 ATS[2] DATA

TRIP PURPOSE CATEGORY	1982 ATS (NON-ALBERTANS)			1986 CTS	
	VISITS TO ZONE %	OVERNIGHT IN ZONE %	ZONE MAIN ALBERTA DESTINATION %	ALL CANADIANS	ALBERTANS ONLY
Visit friends/relatives	33	33	39	30%	28%
Vacation	40	33	25	26%	26%
Business	21	27	28	26%	26%
Personal reasons	6	6	6	18%	20%
Just passing through	1	2	1	N/A	N/A

N/A = Not available
[1] Canadian Travel Survey
[2] Alberta Travel Survey

Columns may not add to 100% due to rounding.

Trip purpose characteristics compare favourably with those of all Alberta travellers. Based on Alberta Travel Survey data, Edmonton shows higher than average business travel and somewhat lower than average vacation travel. It also shows slightly higher than average visiting friends and relatives (VFR) travel.

About 54% of all non-Albertan visitors to the zone in 1982 stated Edmonton as their main destination. The comparable figure for Calgary is 41%.

Table 4 shows that in 1988 Edmonton hosted 150 major conventions and an estimated 90,575 delegates.

TABLE 4

MAJOR EDMONTON CONVENTIONS 1988
(100 + DELEGATES)

Convention Type	# Delegates	# Conventions
International	10,820	18
North American	2,250	4
Canadian	22,625	45
Provincial	54,880	83
Total	90,575	150

(Source: Edmonton Tourism)

Over 500,000 people attended consumer and trade shows in Edmonton in 1988. Most trade shows are focused on local and regional producers, purchasers, and audiences. Edmonton has an excellent product for this market segment, and increased marketing effort could yield even better results. This segment is also a very competitive segment among North American cities.

The visiting friends and relatives market included 1,017,600 Canadian person trips in 1986. It also included about 83,000 person trips of American visitation and about 24,000 person trips of overseas visitation in 1982.

EDMONTON'S TARGET MARKETS.

Leisure Travel Markets

Target Audience	1) Public, Rubber Tire 2) Tour Operators/Travel Agents 3) Carriers - Rail, Air, Bus 4) Media
Product Type	1) Visiting Friends and Relatives 2) Events and Festivals 3) Sports/Shopping 4) New Products - Off Season
Primary Markets	1) Western Canada 2) Ontario 3) California 4) Pacific Northwest U.S.A. 5) New York - Florida (Eastern Seaboard)

Secondary Markets	1) Pacific Rim, especially Japan 2) Europe 3) Rest of Canada 4) Alaska 5) Australia and New Zealand

Conference and Trade Show Markets

Target Audience	1) Association Executives 2) Association and Corporate Meeting Planners 3) Trade Shows and Exhibitions 4) Edmonton Corporate Influencers 5) Incentive Travel Planners/Decision Makers
Priority Markets	1) Toronto/Ottawa 2) Washington, D.C. 3) Chicago 4) New York 5) Europe
Secondary Markets	1) Western Canada 2) California 3) Texas 4) Pacific Rim

Visitor Services Markets

Target Audience	1) Residents with Visiting Friends and Relatives 2) Local Tourism Industry 3) Media 4) All Visitors
Product Type	1) All Trip Purposes 2) All Facilities, Events, Attractions and Services 3) Service Information Centres at Major Gateways and Entry Points

TOURISM DEVELOPMENT OPPORTUNITIES IN EDMONTON - A FRAMEWORK.

The unique combination of people, natural resources, attractions, facilities and the location of Edmonton relative to other major tourist destinations in Alberta, Canada and globally present several opportunities for development of

Edmonton's tourism industry. Tourism development opportunities are identified which capitalize on the existing and potential markets and tourism resources of the zone. In addition, the identified opportunities take into consideration: input received from numerous representatives of the tourism industry while compiling the inventory for this study, input received during the workshops for Edmonton's Tourism Action Plan, and an assessment of the competitive position of Edmonton in the marketplace.

The main thrust of tourism development must be the creation of economic and social benefits to the community. Investment should come from the business community and not-for-profit tourism organizations such as Edmonton Tourism and local, provincial and federal governments must strive to improve the environment for investment, development and ongoing business activity in the tourism industry. Governments must continue to take initiatives to stimulate new investment in tourism businesses in order to achieve broader tourism development objectives. The Governments of Canada, Alberta and Edmonton have recognized the strong potential for growth in the tourism industry to create employment, income and economic diversification.

In discussing a framework for tourism development, five basic components of tourism must be recognized. They are:

- **tourism attractions**
- **tourism promotion**
- **tourism infrastructure**
- **tourism hospitality**
- **tourism services**

In identifying opportunities for developing Edmonton's tourism industry, basic strategic directions must be established. The recommended directions for tourism development opportunities in Edmonton are:

1. **To better position Edmonton as a conference, trade show and leisure travel destination in the minds of our target markets by investing in key opportunities.**

2. **To optimize use of existing facilities, attractions, services, infrastructure, financial and human resources.**

3. **To provide an improved environment for private sector investment, development and operation in all components of the tourism industry.**

4. **To promote and support capital development and investment in events which maximize Edmonton's impact in the marketplace.**

KEY PLAYERS IN TOURISM DEVELOPMENT.

The development of tourism requires cooperation and coordination of many businesses and organizations. The people must work as a team in the individual establishments and with other establishments and organizations in the industry to achieve a common vision of Edmonton's tourism image and product. To effectively manage the development of the tourism industry, the aspirations of the players must be met. The key players in Edmonton include:

- hotels, airlines, restaurants, tour operators and other businesses providing attractions, hospitality and services to visitors;
- West Edmonton Mall and Canada's Fantasyland;
- Edmonton Northlands;
- festival organizations;
- Edmonton Convention and Tourism Authority (Edmonton Tourism);
- Edmonton Convention Centre Authority;
- City of Edmonton;
- Edmonton Parks and Recreation;
- Alberta Tourism;
- Tourism Canada;
- Alberta Culture and Multiculturalism;
- community organizations and associations such as the Chamber of Commerce, service clubs, event organizations and business associations;

- planning authorities and other regulatory agencies; and
- a wide variety of government departments at the municipal, provincial and federal levels.

All the players in the tourism industry can help in the development of the tourism industry in Edmonton.

TWENTY KEY TOURISM DEVELOPMENT OPPORTUNITIES.

Seventy tourism development opportunities were identified from the assessment of resources and markets. These opportunities were analyzed to identify 20 key tourism development opportunities. The criteria used for identifying the most significant opportunities which would build on the tourism strengths of Edmonton and minimize its weaknesses were as follows (not in order of priority):

- Generates increases in total visitation, visitor frequency, length of stay and average visitor expenditures.
- Creates a private sector investment opportunity.
- Expands or improves existing tourism resources to improve their effectiveness.
- Enhances the range of attractions, events, facilities and services to meet the needs of existing and potential markets.
- Creates a major tourism generator.
- Recognizes industry stakeholders that are actively pursuing or supporting tourism development.
- Recognizes plans for action or positive feasibility studies that have been completed and adopted.

For each of the twenty key tourism development opportunities, additional information was gathered and an assessment conducted. For each opportunity, additional information is provided in the full report according to the following outline:

- a more detailed description of the opportunity;
- identification of the tourism industry component;
- preliminary assessment based on a review of available information and identifying some basic parameters for further study;
- identification of potential impacts and constraints;
- identification of capital or operations emphasis;
- suggested timing for completion or achievement of the opportunity;
- possible responsible parties to initiate or complete implementation of the opportunity; and
- preliminary order of magnitude operating and capital cost estimates are provided in 1989 dollars.

Table 5 presents a summary of the 20 key tourism development opportunities.

TABLE 5
SUMMARY OF SELECTED TOURISM DEVELOPMENT OPPORTUNITIES IN EDMONTON

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	TIMING FOR COMPLETION	POSSIBLE RESPONSIBLE PARTIES	PRELIMINARY ORDER OF MAGNITUDE COST ESTIMATES (1989 DOLLARS)
Attractions				
Enhance Klondike Days in Edmonton to include such things as a permanent Klondike Days image in the City through various tourist oriented operations; develop a Klondike Days Stage Show; package Klondike Days events; establish a permanent historic area in the downtown such as the proposed Mainstreet '98; develop a Klondike Days Village at Edmonton Northlands; and establish year-round Klondike Days hospitality and entertainment.	Both	By 1991 and Ongoing Thereafter	Edmonton Klondike Days Association Industry Groups such as Hoteliers and Tour Operators Edmonton Tourism Edmonton Northlands Sourdough Raft Race Association	Capital - $1 to $5 million Operating - $0.5 to $1.0 million/annum
Develop a Concert Hall in the downtown area.	Capital	1993 - will proceed with construction after funding is in place	Concert Hall Foundation City of Edmonton	Capital - $40 million with a portion allocated to an endowment fund to support operations Operating - Projected breakeven after 2 to 4 years of operation
Establish riverboat excursions on the North Saskatchewan River.	Capital	1990	Private Investors City of Edmonton	Capital - $2.0 to $2.5 million Operating - $1.0 to $2.0 million per annum
Launch the Dinosaur Exhibit World Tour by the Ex Terra Foundation and locate the permanent display in Edmonton after the World Tour.	Both	1991 for Launch 1995 for Permanent Exhibit	Edmonton Tourism City of Edmonton Alberta Culture and Multiculturalism	Capital - $10 to $20 million for permanent exhibit Operation - To be determined
Develop a World Class Oil Interpretive Centre in the Edmonton Region.	Both	1993 to 1996	City of Leduc Oil Industry Province of Alberta	Capital - $30 to $35 million Operating - $3 to $4 million
Accelerate the upgrading and expansion of Fort Edmonton Park.	Capital	1995	Fort Edmonton Management Fort Edmonton Historical Foundation City of Edmonton Province of Alberta	Capital - $25.0 million Operating - Increase required for more effective promotion, better interpretation and more revenue areas.
Develop events which draw national and international visitors such as a 200th Anniversary event for Edmonton in 1995, a Winter World's Fair to celebrate the "Turn of the Century", and 100th anniversary celebrations for the Province of Alberta (2005) and the City of Edmonton (2004).	Both	1995 to 2005	Edmonton Chamber of Commerce Edmonton Tourism City of Edmonton Business Leaders	Capital - Estimates must be prepared for each event to improve or construct new venues. Operating - Estimates must be prepared for the operation and promotion of each event.
Develop and promote the North Saskatchewan River Valley as a major tourist attraction (including better physical access from downtown hotels and the convention centre; outdoor activity packages; and commercial tourist services).	Both	Ongoing	City of Edmonton Attraction Operations in River Valley Province of Alberta	Capital - $10's of millions Operating - several million dollars per annum
Support the development of attractions, resorts and other tourist destination products in central and northern Alberta through the initiatives of the Northern Alberta Mayor's Task Force.	Capital	Ongoing	Edmonton Tourism City of Edmonton Private Investors	Capital - Capital implications for Edmonton need to be determined Operating - Minimal additional cost to Edmonton
Develop Edmonton as the principal gateway for Central and Northern Alberta, the Northwest Territories and the Yukon.	Operations	1991 - 1992	Edmonton Tourism	Capital - Minimal Operating - $100,000 to $200,000

TABLE 5
SUMMARY OF SELECTED TOURISM DEVELOPMENT OPPORTUNITIES IN EDMONTON
(Continued)

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	TIMING FOR COMPLETION	POSSIBLE RESPONSIBLE PARTIES	PRELIMINARY ORDER OF MAGNITUDE COST ESTIMATES (1989 DOLLARS)
Attractions (Continued)				
Develop industrial tours featuring petrochemical, oil and gas exploration, agricultural and biotechnical industries.	Operations	1992	Tour Operators Owners of Plants with Good Tour Potential Edmonton Tourism	Capital - Minimal in most situations Operating - Cost of guide operations, insurance, overhead and promotions
Develop tourism products which capitalize on the multicultural makeup of Edmonton.	Operations	1994	Ethnic Groups Edmonton Tourism Alberta Culture and Multiculturalism	Capital - To be determined Operating - To be determined
Services				
Redevelop the Hotel Macdonald as a first class business and convention property.	Capital	Mid 1990	CP Hotels and Resorts City of Edmonton	Capital - $20 million Operating - N/A
Develop more full-service campgrounds, services and promotions targeted at campers and recreational vehicle users.	Both	Ongoing	Alberta Tourism Alberta Recreation and Parks Private Operators	Capital - $1 to $2 million per campground Operating - $100,000 to $150,000 per annum
Infrastructure				
Develop Edmonton as a major international air service "hub" with improved service from regional, national, and international markets.	Capital	1995 - 2000	Edmonton Regional Airports Task Force City of Edmonton Transport Canada Edmonton's Travel Industry	Capital - $100's of millions for airport and non-airport development Operating - Not Known
Retention and improvement of rail service from Jasper, Vancouver, Calgary and other regional markets.	Operations	1994	Government of Canada City of Edmonton Private Operators	Capital - To be determined Operating - To be determined
Promotions				
Enhance promotion of the Yellowhead Highway as the "Other" Trans-Canada route, and twin the highway across Canada.	Both	1991 for Twinning Through Alberta	Alberta Transportation and Utilities Yellowhead Highway Association City of Edmonton Communities and Tourist Associations along the highway	Capital - $30 to $35 million per annum to 1991 Operating - $200,000 to $300,000 per year for promotion
Develop packaging, promotions and transportation systems such as joint packaging and promotion initiatives involving attractions, events, and other activities, and encourage the development of tour wholesalers.	Operations	1993	Edmonton Tourism Tour Operators and Wholesalers	Capital - Minimal Operating - Several $100,000
Develop a central information and reservation system for accommodation, tours, events and other services.	Both	1990 or 1991	Private Sector Edmonton Tourism	Capital - $250,000 to $400,000 Operating - $250,000 to $300,000
Establish landmark and promotional images for Edmonton.	Both	1994	Edmonton Tourism	Capital - To be determined Operating - Part of overall marketing program

ACKNOWLEDGEMENTS

The successful completion of this study would not have been possible without the cooperation and assistance of many individuals and organizations. Several individuals in government and operators of attractions provided documents, maps, brochures, statistics, data, information, and suggestions which proved invaluable to the inventory and assessment of resources and identification of tourism development opportunities. The list of contacts in Appendix II identifies most individuals contacted in the course of the study.

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EDMONTON TOURISM DESTINATION AREA STUDY

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SECTION ONE
INTRODUCTION

SECTION ONE
INTRODUCTION

The City of Edmonton (Tourist Zone 11) is the most popular tourist destination in the Province of Alberta for visitors from Alberta and across Canada. Edmonton, the seat of government for the Province of Alberta, hosted an estimated 6.0 million visitors in 1988. Edmonton's tourism industry promotes Edmonton as Canada's Festival City, the Gateway to the North and the Official Host City for "Klondike Days", the "Turn of the Century", the "World's Largest Shopping Mall" and a wide variety of events, attractions, conferences, trade shows, and services for visitors.

Edmonton, a city of over 580,000 residents (1988), has grown in popularity as a regional, national and international tourist destination. It has played host to major international sports events such as the Commonwealth Games in 1978 and the Universiade Games in 1983. Tourism in Edmonton, its resources and markets, is the subject of the Tourism Destination Area Study for Edmonton.

1.1 Study Purpose

The purpose of this study is to inventory and assess the tourism resources primarily within Edmonton, and identify opportunities for tourism development. The objectives of the inventory and assessment are three-fold:

1. To inventory and assess the tourism resources in Edmonton.
2. To evaluate existing and potential tourism markets for Edmonton.
3. To identify and evaluate tourism opportunities and constraints for Edmonton.

The identified tourism development opportunities are intended to increase visitation, length of visitor stay and visitor expenditures. The tourism development opportunities are identified based on a general assessment of the

City's resources and market potential for tourism. **In most cases, further detailed studies of the resources, markets, and finances for each opportunity are required prior to implementation decisions.**

To assist the reader, a glossary of terms used in this report is provided in Appendix I.

1.2 Study Area

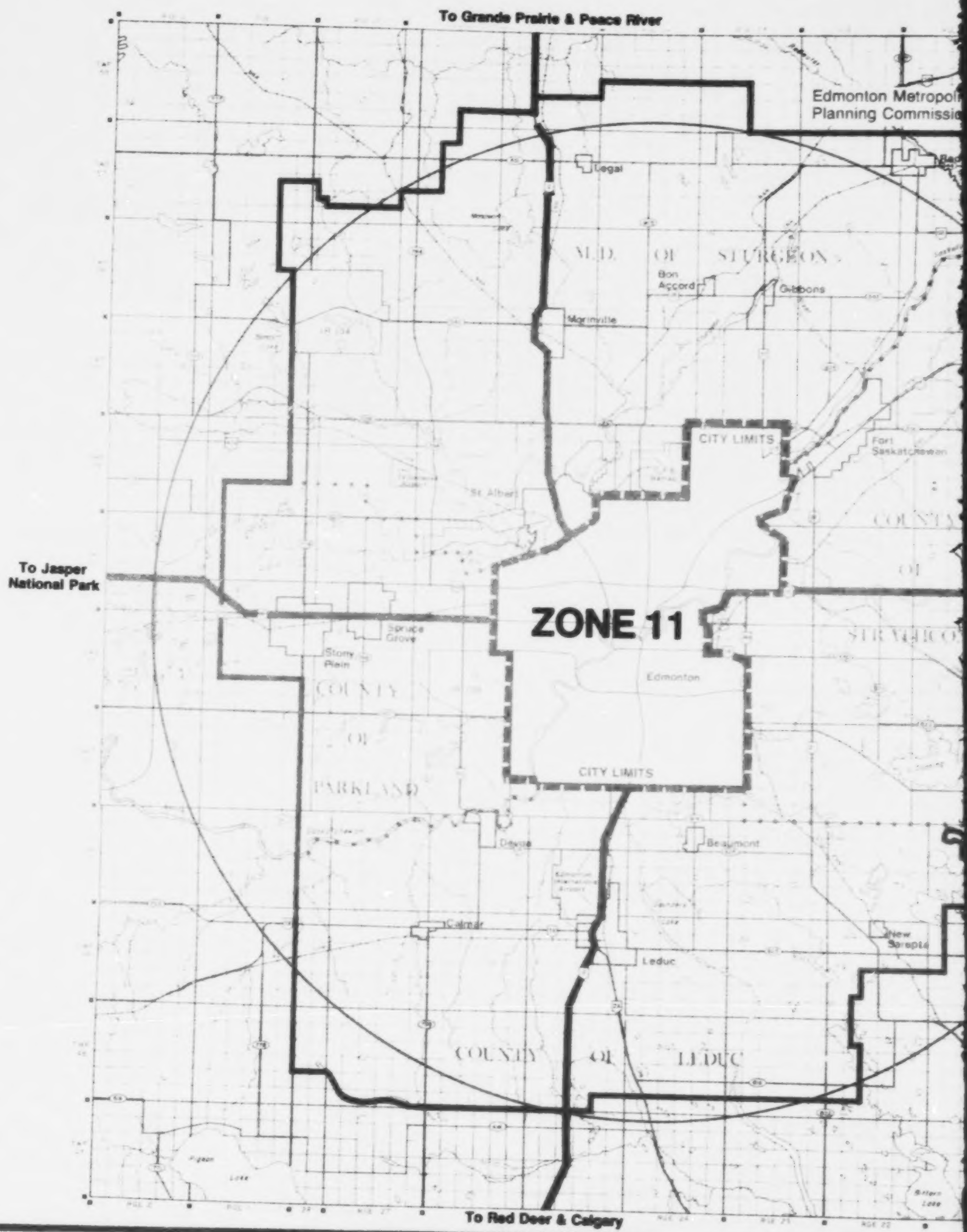
The City of Edmonton, Tourist Zone 11, the smallest tourist zone in the province, is defined by the corporate limits of the City of Edmonton (Map 1). It contains an area of over 70,000 hectares. The larger metropolitan area has a population of over three-quarters of a million people including the neighbouring cities of St. Albert, Leduc, Fort Saskatchewan and Spruce Grove and the towns of Morinville, Beaumont, Devon and Stony Plain. Edmonton is bordered by four tourist zones: Lakeland to the east, Land of the Midnight Twilight to the north, Evergreen to the west, and Battle River to the south. Map 1 shows the location of the Edmonton Tourist Zone in the Province of Alberta. The mountain resort community of Jasper is located 362 kilometres to the west of Edmonton and the City of Calgary is located 294 kilometres to the south.

Highway 16, the Yellowhead Highway, is the major route traversing the Zone from east to west. Highway 2 is the major route south from Calgary, and north to Athabasca and the Peace River Country (Peace River, Grande Prairie) and on to Dawson Creek.

1.3 Study Process

Under the guidance of a Steering Committee, the study was prepared in three phases as follows:

Phase I: Inventory and Assessment of Tourism Resources
Phase II: Market and Visitor Profile
Phase III: Identification and Evaluation of Tourism Development Opportunities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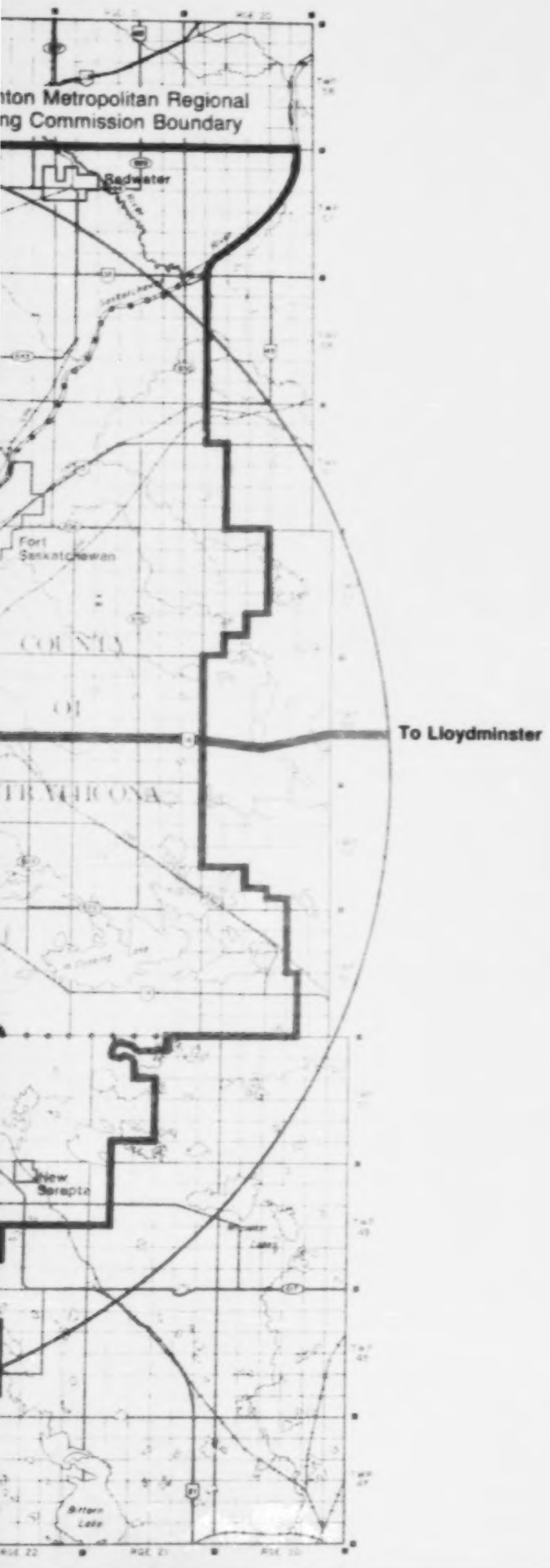
Bon Accord
Gibbons
Morinville
CITY LIMITS
Fort Saskatchewan
St. Albert
COUNTY OF
STRATHCO
To Jasper National Park
ZONE 11
Spruce Grove
Stony Plain
COUNTY OF PARKLAND
Edmonton
CITY LIMITS
Devon
Beaumont
Calmar
Leduc
New Sarepta
COUNTY OF LEDUC
Pigeon Lake
Bittern Lake
To Red Deer & Calgary


nton Metropolitan Regional
ng Commission Boundary
Redwater
Fort Saskatchewan
COUNTY
OF
TRATHCONA
To Lloydminster
New Sarepta
Bittern Lake

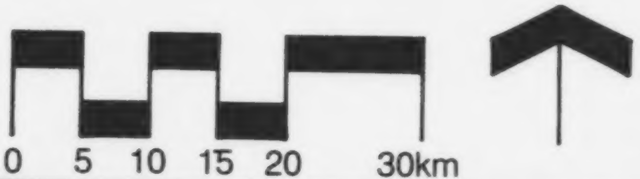
MAP 1:
EDMONTON TOURIST
ZONE 11

Fort McMurray
Peace River
Grande Prairie
Zone 11: Edmonton
Jasper
Red Deer
Banff
Calgary
Medicine Hat
Lethbridge

ALBERTA LOCATION MAP
NOT TO SCALE

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY
EDMONTON, ALBERTA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The study commenced in March of 1989 with the final report prepared in August 1989. From March through June, 1989, members of the consulting team were in contact with numerous government officials, elected representatives, business people and residents to obtain base information for the inventory, discuss ideas for development of the tourism industry and identify existing and potential markets for tourism in Edmonton. A list of contacts made during the study process is presented in Appendix II.

It is also important to note during the same time period that this study was conducted, the same consultants facilitated the preparation of Edmonton's Tourism Action Plan. The plan identifies tourism assets and concerns, goals, objectives and action plans for achieving the objectives. A copy of the Tourism Action Plan can be obtained from Edmonton Tourism. Material prepared for the Tourism Action Plan process regarding Edmonton's tourism assets and industry concerns was used in establishing opportunities for consideration in the Destination Area Study. All of the Steering Committee members for the Destination Area Study were members of a larger group responsible for having input into the preparation of the Tourism Action Plan.

1.4 Report Organization

This report is divided into seven sections. Tourism development opportunities in Edmonton are presented in the next section. The following four sections, 3.0 through 6.0, present the inventories of tourism, heritage, economic, human and biophysical as they pertain to Edmonton's tourism industry. Tourism markets for Edmonton including profiles of existing visitors are discussed in the last section of the report.

SECTION TWO
TOURISM DEVELOPMENT OPPORTUNITIES IN EDMONTON

SECTION TWO
TOURISM DEVELOPMENT OPPORTUNITIES IN EDMONTON

The unique combination of people, natural resources, attractions, facilities and the location of Edmonton relative to other major tourist destinations in Alberta, Canada and globally present several opportunities for development of Edmonton's tourism industry. This section of the report presents the development opportunities intended to capitalize on the existing and potential markets and tourism resources of the zone. In addition, the identified opportunities take into consideration input received from numerous representatives of the tourism industry while compiling the inventory for this study, input received during the workshops for Edmonton's Tourism Action Plan and an assessment of the competitive position of Edmonton in the marketplace. The tourism development opportunities identified in this section take into consideration the broader context of the tourism industry in Edmonton and Alberta. The context for these opportunities is extremely dynamic in response to the existing and emerging markets. These opportunities should be assessed on a regular basis relative to the marketing activities of the key players in Edmonton's tourism industry; private sector; and municipal, provincial and federal government plans for tourism development; and emerging tourism markets for Edmonton and Alberta.

2.1. Framework for Tourism Development

The main thrust of tourism development must be the creation of economic and social benefits to the community. Investment should come from the business community and not-for-profit tourism organizations such as Edmonton Tourism and local, provincial and federal governments must strive to improve the environment for investment, development and ongoing business activity in the tourism industry. Governments must continue to take initiatives to stimulate new investment in tourism businesses in order to achieve broader tourism development objectives. The Governments of Canada, Alberta and Edmonton have recognized the strong potential for growth in the tourism industry to create employment, income and economic diversification.

In discussing a framework for tourism development, five basic components of tourism must be recognized. They are:

- **tourism attractions** including natural and man-made features and events that are of interest to visitors;
- **tourism promotion** involving individuals and groups that organize and implement marketing activities targeted at potential visitors;
- **tourism infrastructure** which embraces such things as roads, airports, railways, sewage dump stations, community recreation facilities, utilities, and location and distance signs;
- **tourism hospitality** involving how tourists are treated while visiting the City; and
- **tourism services** including hotels, motels, campgrounds, restaurants, service stations and other retail businesses that take care of visitors' needs.

All these components are interrelated and interdependent. It is difficult, if not impossible, to have one strong component without having equally strong development in the other components. For instance, a major attraction requires promotion, infrastructure, good hospitality and services for its visitors. In promoting the development of tourism in Edmonton, a balance amongst these components must be struck in order to achieve tourism development objectives in Edmonton.

In identifying opportunities for developing Edmonton's tourism industry, basic strategic directions must be established. The recommended directions for tourism development opportunities in Edmonton are:

1. **To better position Edmonton as a conference, trade show and leisure travel destination in the minds of our target markets by investing in key opportunities.**

The key opportunities are those which create a unique marketing angle or position in the minds of the target markets. Klondike Days, the Edmonton Convention Centre and West Edmonton Mall are examples of investments that have been made to position Edmonton in the minds of target markets.

2. To optimize use of existing facilities, attractions, services, infrastructure, financial and human resources.

A balance must be struck between investment in new opportunities and investment in the improvement and maintenance of existing facilities, services and resources. The foundation for new opportunities is often established by investing and optimizing the efficiency and effectiveness of existing resources. Many existing attractions require investment to maintain or expand their position in the market such as West Edmonton Mall, Fort Edmonton Park and the Edmonton Space Sciences Centre. Other resources need change primarily through marketing activities to attract more tourists. Examples include the festivals, the North Saskatchewan River Valley and Ravine System and specialized industrial plants and research facilities.

3. To provide an improved environment for private sector investment, development and operation in all components of the tourism industry.

For the tourism industry to grow, all levels of government should invest in attractions, infrastructure, promotions and hospitality training in conjunction with private sector investment, development and operation of tourism services and an appropriate level of hospitality. In addition, all levels of government should be encouraged to implement policies and plans to support private sector tourism development. This may also involve incentives, financial and marketing assistance from various levels of government.

4. To promote and support capital development and investment in events which maximize Edmonton's impact in the marketplace.

Sports and cultural events have been very successful tourism attractions for Edmonton. The festivals, champion sports teams, Commonwealth Games, Universiade and numerous national and international sports and cultural events have contributed significantly to the success of Edmonton in its marketing efforts. It is appropriate to continue to carve out and strengthen niches in the marketplace by continuing to promote and support a wide diversity of regional, national and international events in Edmonton.

The development of tourism requires cooperation and coordination of many businesses and organizations. The people must work as a team in the individual establishments and with other establishments and organizations in the industry to achieve a common vision of Edmonton's tourism image and product. Businesses, developers, community groups and associations, tourist attraction operators, all levels of government, planning authorities and individual citizens all have a role to play in tourism development. To effectively manage the development of the tourism industry, the aspirations of the players must be met. The key players in Edmonton include:

- hotels, airlines, restaurants, tour operators and other businesses providing attractions, hospitality and services to visitors;
- West Edmonton Mall and Canada's Fantasyland;
- Edmonton Northlands;
- festival organizations;
- Edmonton Convention and Tourism Authority (Edmonton Tourism);
- Edmonton Convention Centre Authority;
- City of Edmonton;
- Edmonton Parks and Recreation;
- Alberta Tourism;
- Tourism Canada;
- Alberta Culture and Multiculturalism;
- community organizations and associations such as the Chamber of Commerce, service clubs, event organizations and business associations;
- planning authorities and other regulatory agencies; and
- a wide variety of government departments at the municipal, provincial and federal levels.

All the players in the tourism industry can help in the development of the tourism industry in Edmonton.

2.2 Identified Opportunities

In the process of preparing the inventory and assessment and facilitating the preparation of Edmonton's Tourism Action Plan, the consultants obtained invaluable input into the identification of tourism development opportunities in Edmonton. After completing the inventory process, the consultants prepared lists of tourism assets and concerns which were reviewed by a group of twenty persons representing a broad cross-section of Edmonton's tourism industry. These individuals added to the lists of assets and concerns which were subsequently used to identify specific tourism development opportunities aimed at capitalizing on the City's best assets and addressing the concerns. In addition, analysis of market segments and emerging market trends for Edmonton's tourism industry provided a number of ideas as well as input from industry people interviewed during the inventory process. In assessing the resources, the consultants also identified gaps in which attractions, events, facilities and services were needed to serve the needs of existing and potential markets. Other ideas for tourism development arose by comparison of Edmonton's situation with other centres.

The overall process of identifying tourism development opportunities is illustrated in Figure 2-1. The inventory and market information is presented in Sections 3.0 through 7.0 of this report. The major implications of the inventory and assessment are as follows:

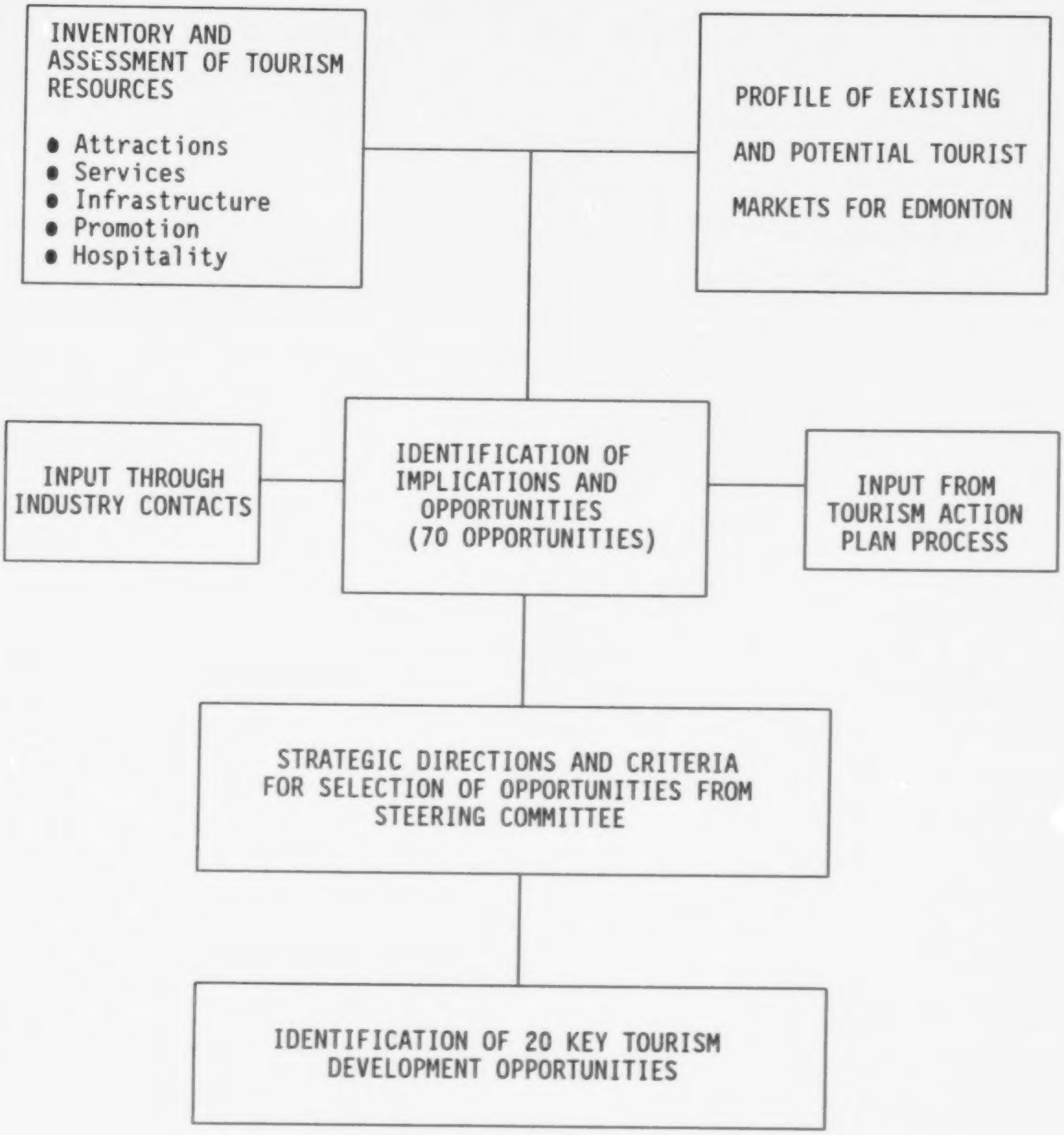
ATTRACTIONS

- Edmonton has several attractions that draw over 100,000 people each year. The most popular attraction is West Edmonton Mall. The range of attractions in the city appeals to a broad cross-section of visitor needs and interests. There are several attractions proposed for development and upgrading in the next few years. Except for West Edmonton Mall, the major attractions do very little promotion outside of Edmonton and Alberta. The major emphasis should be on expansion, increased programming and improved marketing for most attractions.

- Most of Edmonton's major attractions are of a calibre that would draw attention once visitors arrive in Edmonton. However, investment in the enhancement of some existing attractions will likely create additional drawing power for Edmonton.

FIGURE 2-1

TOURISM DEVELOPMENT
OPPORTUNITIES
IDENTIFICATION PROCESS


INVENTORY AND ASSESSMENT OF TOURISM RESOURCES
• Attractions
• Services
• Infrastructure
• Promotion
• Hospitality
PROFILE OF EXISTING AND POTENTIAL TOURIST MARKETS FOR EDMONTON
INPUT THROUGH INDUSTRY CONTACTS
IDENTIFICATION OF IMPLICATIONS AND OPPORTUNITIES (70 OPPORTUNITIES)
INPUT FROM TOURISM ACTION PLAN PROCESS
STRATEGIC DIRECTIONS AND CRITERIA FOR SELECTION OF OPPORTUNITIES FROM STEERING COMMITTEE
IDENTIFICATION OF 20 KEY TOURISM DEVELOPMENT OPPORTUNITIES

- The North Saskatchewan River Valley and Ravine System needs to be viewed and planned as a significant tourism resource.

EVENTS

- Edmonton is promoted as Canada's Festival City. Many events have potential to attract more visitors providing more tourism marketing is done.

- Edmonton has been host to several world class events. A strategic plan to stage national and international events as a focus for longer term tourism marketing is needed.

- Edmonton Klondike Days is the most successful event in drawing visitors to Edmonton. It is a unique image for a major tourism destination that can draw attention and visitation year round.

- A good opportunity to package and promote more events and activities for individual travellers and tour operators exists for Edmonton.

SERVICES AND INFRASTRUCTURE

- The range of accommodation services can be expanded in order to provide a greater variety for travellers such as more hotel rooms to host larger conferences, meetings and trade shows and more full-service campsites.

- Restaurant and shopping areas outside of West Edmonton Mall can develop coordinated marketing strategies to target tourists.

- Visitor information services and ground tour operations can be improved to better meet the needs of tourists.

- The Yellowhead Highway which was recently designated as a Trans-Canada Highway is an important component in planning to draw more rubber-tire traffic to Edmonton.

- Several areas of the city such as Downtown, Old Towne and Old Strathcona can be developed and promoted as tourist attraction and service areas.

- Air service improvements are required to enhance Edmonton's accessibility by existing and potential markets.

- Rail service from Edmonton's regional markets - Jasper, Vancouver and Calgary - needs to be retained and improved.

- Hospitality training courses need to be expanded and improved to meet the growing demand for trained personnel in the industry.

MARKETS

- For leisure travel, Edmonton draws most of its visitors from Alberta, major centres in Western Canada, the northwest United States and California. Apart from further penetration into existing markets, the greatest potential for significant growth in visitation is from the Pacific Rim, Southern and Central United States, Ontario, United Kingdom and Western Europe.

- For conferences and trade shows, the greatest potential exists for organizations looking for less traditional destinations, have Canadian members and are also attracted by the types of attractions in Edmonton and the Canadian Rocky Mountains, particularly Edmonton's mountain partner, Jasper.

Seventy tourism development opportunities shown in Table 2-1 were identified based on the assessment of the inventory and the markets and input from industry through the tourism action plan process and individual contacts.

TABLE 2-1
TOURISM DEVELOPMENT OPPORTUNITIES

GENERAL LIST
(not in priority)

ATTRACTIONS

- To develop and implement long term plans to support West Edmonton Mall in maintaining its position as an international tourist attraction.
- To improve and expand the position of Edmonton as a city of festivals and events.
- To develop major events to celebrate the City and Provincial 100th birthdays and the 200th anniversary of the founding of Edmonton.
- To host national and international sports competitions.
- To further develop Capital City Recreation Park and the North Saskatchewan River Valley as a tourist attraction.
- To upgrade and expand Fort Edmonton Park.
- To upgrade and expand exhibits and displays at existing attractions to draw more visitors.
- To consider our targeted tourism markets in the long range planning of the City, and particularly the downtown core.
- To encourage development of a strong tour wholesaling industry based in Edmonton.
- To develop a concert hall in the downtown area.
- To develop a World Trade Showcase centre in Edmonton.
- To redevelop the Provincial Museum to more effectively showcase Alberta's natural and human history.
- To encourage the Ex Terra Foundation to launch the dinosaur exhibit tour from Edmonton and to locate the permanent exhibit in Edmonton after its world tour.
- To complete development of interactive exhibit areas in the Space Sciences Centre.
- To develop a permanent Klondike image, hospitality and entertainment along with a stage show, entertainment packages and a Klondike Village.
- To establish riverboat excursions on the North Saskatchewan River.
- To develop the old town market.
- To complete development of the Muttart Conservatory and Botanical Gardens.
- To develop a permanent historic area in the downtown area (such as Mainstreet 98) where visitors could experience Edmonton's history and Klondike era.
- To expand the development of Edmonton's Valley Zoo.
- To develop a major baseball stadium in Edmonton.
- To develop celebration place - an outdoor, weather protected performance/event area in downtown Edmonton.
- To develop a world class oil interpretive centre in the Edmonton region.
- To construct a dome over Commonwealth Stadium.
- To develop a forestry interpretive centre in the Edmonton area.
- To develop a Civic museum in the downtown area.
- To develop the "End of Steel Park" in Old Strathcona on 103rd Street.
- To develop Edmonton as the principal gateway for northern adventure products.
- To develop Edmonton as the major gateway for nature and outdoor recreation activities such as bird watching, nature photography, fishing, hunting, etc.
- To develop tours for attractions in the region using Edmonton as the "hub".

TABLE 2-1 (Continued)
TOURISM DEVELOPMENT OPPORTUNITIES

GENERAL LIST
(not in priority)

ATTRACTIONS (Continued)

- To support development of the region using Edmonton as the "hub".
- To develop a program which would actively support the development of attractions and destination resorts in central and northern Alberta.
- To develop industrial tours featuring petrochemical, oil and gas exploration, agricultural and biotechnical industries.
- To develop tourism products which capitalize on large local and regional French, German and Ukrainian speaking populations.
- To develop products specifically targeted at serving the needs of the Japanese market.
- To develop a product package for trailer and recreational vehicle caravans and club members.
- To develop "Visiting Friends and Relatives" products, services and marketing activities.
- To support development of excursion train service to regional destinations and attractions.
- To support the establishment of the "Space Camp" operation in Edmonton.
- To support private sector initiatives for attraction developments and improvements such as the Alberta Science Centre concept.
- To support the establishment of a broadcasting museum in Edmonton, possibly utilizing the Sunwapta Cabin now at the CFRN site.

SERVICES

- To redevelop the Hotel Macdonald, a heritage landmark in Edmonton.
- To maintain a competitive edge in our conference and trade show facilities.
- To develop more campground sites in the Edmonton region, especially for recreation vehicles.
- To encourage the establishment of additional major hotel chains in Edmonton, particularly in close proximity to the Convention Centre.
- To develop visitor service centres at the west, east and north entrances to the city.

INFRASTRUCTURE

- To encourage development and positioning of the Yellowhead Highway Corridor as a major tourism corridor.
- To establish Edmonton's International Airport as a facility which is comparable with the airports of other cities the size of Edmonton.
- To encourage and support the stable supply of passenger train service from Edmonton.
- To improve all major highway entrances to the City.
- To extend the LRT to West Edmonton Mall.
- To continue development of the downtown pedway system.
- To establish and operate transportation services between hotels and attractions/events in Edmonton.
- To develop a high speed rail service between Calgary and Edmonton.
- To promote and support infrastructure and service improvement in the Calgary to Edmonton transportation corridor.

TABLE 2-1 (Continued)
TOURISM DEVELOPMENT OPPORTUNITIES

GENERAL LIST
(not in priority)

PROMOTION

- To encourage the media of Edmonton to project a more positive image of the City.
- To inform Edmonton residents, business and community leaders, and employees of the importance of tourism.
- To develop a focused and overriding marketing image and slogan for Edmonton.
- To develop and implement a marketing program which includes marketing, packaging, and production of more promotional and service literature and collateral materials.
- To provide current information on events and activities to hotel, motel and campground guests and develop and display visitor brochures and other information in all accommodation, event locations, and tourist service centres.
- To promote the quality and range of dining experiences available to visitors.
- To develop an internal promotion campaign which promotes the tourism assets of Edmonton to Edmontonians.
- To develop a central reservation system for accommodation, tours, events and other services in Edmonton.
- To develop means of ensuring better ongoing communication with tourism industry partners throughout the region.
- To encourage improvements in transportation, tour packaging, and promotion cooperation with Northern Alberta, the Northwest Territories and the Yukon.
- To inform Edmonton's tourism industry partners of Provincial and Federal programs and promotions that they can utilize.
- To develop special promotions in conjunction with Jasper, Calgary, Banff/Lake Louise, Drumheller and Northern Tourist Zones.
- To establish landmark images for marketing Edmonton. Examples include: Banff Springs Hotel, Calgary's Saddledome, Prince of Wales Hotel in Waterton, Calgary Tower, Riverfront Park in Spokane, Vancouver Trade and Convention Centre.

HOSPITALITY

- To encourage the development of a high quality tourism and hospitality labour force in Edmonton.
- To develop a year round hospitality image, themed greetings and tourist services at our major gateways.

These opportunities were reviewed as a basis to develop a short list of twenty key tourism opportunities for the City of Edmonton. Many of the opportunities have been combined into larger, more complex opportunities. The criteria used for identifying the most significant opportunities which would build on the tourism strengths of Edmonton and minimize its weaknesses were as follows (not in order of priority):

- Generates increases in total visitation, visitor frequency, length of stay and average visitor expenditures.
- Creates a private sector investment opportunity.
- Expands or improves existing tourism resources to improve their effectiveness.
- Enhances the range of attractions, events, facilities and services to meet the needs of existing and potential markets.
- Creates a major tourism generator.
- Recognizes industry stakeholders that are actively pursuing or supporting tourism development.
- Recognizes plans for action or positive feasibility studies that have been completed and adopted.

The assessment of the seventy identified tourism development opportunities resulted in the identification of twenty key opportunities as summarized in Table 2-2. This table also shows the ratings for each opportunity against the criteria.

TABLE 2-2
SIGNIFICANT TOURISM DEVELOPMENT OPPORTUNITIES IN EDMONTON

CRITERIA AND RATINGS FOR SELECTION

OPPORTUNITY	Generates increase in total visitation, visitor frequency, length of stay and average visitor expenditures.	Create private sector investment opportunity.	Expands or improves existing tourism resources to improve their effectiveness.	Enhance the range of attractions, events, facilities and services.	Creates a major tourism generator.	Recognizes active industry stakeholders.	Recognizes plans for action or positive feasibility studies that have been completed and adopted.
Attractions							
• Enhance Klondike Days in Edmonton to include such things as a permanent Klondike Days image in the City through various tourist oriented operations; develop a Klondike Days Stage Show; package Klondike Days events; establish a permanent historic area in the downtown such as the proposed Mainstreet '98; develop a Klondike Days Village at Edmonton Northlands; and establish year-round Klondike Days hospitality and entertainment.	High	High	High	High	High	High	High
• Develop a Concert Hall in the downtown area.	Medium	Low	Medium	High	Medium	High	High
• Establish riverboat excursions on the North Saskatchewan River.	High	High	Medium	High	Medium	High	High
• Launch the Dinosaur Exhibit World Tour by the Ex Terra Foundation and locate the permanent display in Edmonton after the World Tour.	High	Medium	Low	High	High	Medium	Low
• Develop a World Class Oil Interpretive Centre in the Edmonton region.	High	Medium	Medium	High	High	Medium	High
• Accelerate the upgrading and expansion of Fort Edmonton Park.	High	Low	High	High	High	High	High
• Develop events which draw national and international visitors such as a 200th Anniversary event for Edmonton in 1995, a Winter World's Fair to celebrate the "Turn of the Century", and 100th anniversary celebrations for the Province of Alberta (2005) and the City of Edmonton (2004).	High	Medium	Medium	High	High	Medium	Low
• Develop and promote the North Saskatchewan River Valley as a major tourist attraction (including better physical access from downtown hotels and the convention centre; outdoor activity packages; and commercial tourist services).	High	Medium	High	High	Medium	High	High
• Support the development of attractions, resorts and other tourist destination products in central and northern Alberta through the initiatives of the Northern Alberta Mayor's Task Force.	Medium	Medium	Medium	High	Medium	High	High
• Develop Edmonton as the principal gateway for Central and Northern Alberta, the Northwest Territories and the Yukon.	Medium	Medium	High	High	Low	High	High
• Develop industrial tours featuring petrochemical, oil and gas exploration, agricultural and biotechnical industries.	Medium	High	High	High	Low	Medium	Low
• Develop tourism products which capitalize on the multicultural makeup of Edmonton.	Medium	Medium	High	Medium	Medium	High	Medium

TABLE 2-2 (Continued)
SIGNIFICANT TOURISM DEVELOPMENT OPPORTUNITIES IN EDMONTON

	CRITERIA AND RATINGS FOR SELECTION						
OPPORTUNITY	Generates increase in total visitation, visitor frequency, length of stay and average visitor expenditures.	Create private sector investment opportunity.	Expands or improves existing tourism resources to improve their effectiveness.	Enhance the range of attractions, events, facilities and services.	Creates a major tourism generator.	Recognizes active industry stakeholders.	Recognizes plans for action or positive feasibility studies that have been completed and adopted.
Services							
• Redevelop the Hotel Macdonald as a first class business and convention property.	Medium	High	High	High	Low	High	High
• Develop more full-service campgrounds, services and promotions targeted at campers and recreational vehicle users.	Medium	Medium	High	High	Low	High	Medium
Infrastructure							
• Develop Edmonton as a major international air service "hub" with improved service from regional, national, and international markets.	Medium	Medium	High	Medium	Low	High	Medium
• Retention and improvement of rail service from Jasper, Vancouver, Calgary and other regional markets.	Medium	Medium	High	Medium	Low	High	High
Promotion							
• Enhance promotion of the Yellowhead Highway as the "Other" Trans-Canada route, and twin the highway across Canada.	High	Medium	High	Low	Low	High	High
• Develop packaging, promotions and transportation systems such as joint packaging and promotion initiatives involving attractions, events, and other activities, and encourage the development of tour wholesalers in Edmonton.	High	Medium	High	High	Low	High	Medium
• Develop a central information and reservation system for accommodation, tours, events and other services.	Medium	High	High	Medium	Low	Medium	Low
• Establish landmark and promotional images for Edmonton.	Medium	Medium	High	Low	Low	High	Medium

2.3 Key Tourism Development Opportunities

For each of the twenty key tourism development opportunities, additional information was gathered and an assessment conducted. The remainder of this section of the report describes the twenty opportunities using the following outline:

- a more detailed description of the opportunity;
- identification of the tourism industry component;
- preliminary assessment based on a review of available information and identifying some basic parameters for further study;
- identification of potential impacts and constraints;
- identification of capital or operations emphasis;
- suggested timing for completion or achievement of the opportunity;
- possible responsible parties to initiate or complete implementation of the opportunity;
- preliminary order of magnitude operating and capital cost estimates are provided in 1989 dollars.

It is highly recommended that detailed and objective feasibility studies be conducted prior to implementation of all opportunities identified in this study.

2.3.1 Attractions

OPPORTUNITY: Enhance Klondike Days in Edmonton to include such things as a permanent Klondike Days image in the City through various tourist oriented operations; develop a Klondike Days Stage Show; package Klondike Days events; establish a permanent historic area in the downtown such as the proposed Mainstreet '98; develop a Klondike Days Village at Edmonton Northlands; and establish year-round Klondike Days hospitality and entertainment.

Description:

Klondike Days is Edmonton's oldest and most famous tourism event. The City's earlier days as a frontier community and gateway to the north set the stage for this city wide event which started in 1961. The theme, based in part on events related to the Klondike gold rush and pioneer settlement, is used extensively throughout the ten day event in late July. Klondike Days evolved to include a wide variety of events throughout the city ranging from the Sourdough Raft Race and the Sunday Promenade to the King of the Klondike Competition and numerous breakfasts with corporate sponsors. The Klondike Days Exposition at the Edmonton Northlands grounds has added a number of shows and a major theme each year. Attendance at Klondike Days events is estimated at 750,000 in 1988 with an additional 718,380 counted at the exposition.

Assessment:

- Enhancing the Klondike Days theme and events provides a range of attractions/events/images of Edmonton, needed to satisfy the perceived image of Edmonton by the target markets. Expansion of the Klondike Days theme and events would complement this already successful major tourism generator. This opportunity would be a long term investment to increase the number of visitors to Edmonton.
- Klondike Days is the most significant annual tourism event in Edmonton.
- Attendance to both Edmonton Klondike Days Exposition at Edmonton Northlands and the Edmonton Klondike Days Events has maintained and increased throughout past years as shown in the chart below:

Year	Edmonton Northlands Exposition Attendance	Klondike Days Events Attendance
1988	718,380	750,000
1987	651,000	750,000
1986	586,000	700,000
1985	616,000	800,000
1984	609,000	750,000

(Source: Edmonton Northlands and Edmonton Klondike Days Association)

In addition, hundreds of thousands of people watch the annual Klondike Days parade and the Sourdough Raft Race.

- Klondike Days is listed in the top 100 annual events list put out by the American Bus Association.
- Klondike Days has potential to be expanded in some ways on a year-round basis. Klondike dress, greetings, services in bars and restaurants, hotels, etc. are appropriate and feasible on a year-round basis.
- It represents the adventure and determination of Albertans and Edmontonians during the gold rush period and today. Klondike Days is a good year-round image for Edmonton. It appears that some market segments would be attracted to year-round Klondike hospitality and entertainment.
- The size and scope of the market would encompass most tourist segments ranging from pleasure to business travellers.

Potential Impacts and Constraints:

- Residents and tourists alike would be appreciative of a theme carried year-round throughout various events and promotions. This would lead to consistency and the easier identification of Edmonton as the Klondike Capital.
- A potential constraint to the expansion of the Klondike theme into other events and promotions could be confusion with other promotion themes being used. Edmonton is also known for other themes such as "Canada's Festival City" and "Gateway to the North". These promotion themes could be used in conjunction with the Klondike theme.
- One of the biggest constraints to successful implementation of this theme is the attitude of residents and media against the theme despite its success.

Capital or Operations Emphasis: Both

Timing for Completion: By 1991 and Ongoing Thereafter

Possible Responsible Parties to Initiate Implementation:

Edmonton Klondike Days Association
Industry Groups such as Hoteliers and Tour Operators
Edmonton Tourism
Edmonton Northlands
Sourdough Raft Race Association

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - $1 to $5 million
Operating - $0.5 to $1.0 million/annum

OPPORTUNITY: **Develop a Concert Hall in the downtown area.**

Description:

Resulting from the 1979 Mayor's Task Force, the Edmonton Downtown Development Corporation (E.D.D.C) was formed. Based on an analysis of the musical performance space available in Edmonton, the E.D.D.C concluded that there was a shortage of musical performance space and the idea of the Concert Hall was developed. The Concert Hall would provide the following benefits:

- acoustic excellence;
- 2,000 seat capacity;
- enhance the physical attractiveness of downtown Edmonton; and
- be an economic generator for the city.

A 2,000 seat concert hall designed in a rectangular shape similar to the 19th century halls in Vienna and Boston would be built on a site immediately north of the Citadel Theatre and east of Sir Winston Churchill Square. It would accommodate a full size orchestra, choir, pipe organ and become the new home of the Edmonton Symphony Orchestra. The Concert Hall project is a joint proposal by the E.D.D.C. and the Edmonton Concert Hall Foundation (E.C.H.F.). The estimated cost of the structure, excluding land costs, is $34 million plus an additional $6 million to establish an endowment fund to subsidize operating costs.

Assessment:

- This not-for-profit opportunity will be financed by raising funds from individual and corporate donors, and the provincial and federal governments.
- The Concert Hall will enhance the range of attractions/events/images of Edmonton needed to satisfy the needs of a particular market. Arts facilities act as "people generators" bringing people downtown after normal working hours and helping refocus expenditures in the core area of Edmonton.
- Two interest groups have been formed to initiate and develop the Concert Hall; the Edmonton Concert Hall Foundation (E.C.H.F.) and the Edmonton Downtown Development Corporation (E.D.D.C.).
- A feasibility study has been prepared by the interest groups and recommends that the development of the Concert Hall proceed.
- The accommodation of the Edmonton Symphony Orchestra in the Concert Hall will create an immediate following of symphony goers to the downtown core. The Edmonton Symphony had the following attendance to their events at the Jubilee Auditorium:

Year	Attendance
1988	140,000
1987	118,857
1986	107,968
1985	102,938

(Source: Edmonton Symphony Orchestra, Management)

Potential Impacts and Constraints:

- With the addition of the Concert Hall to downtown Edmonton, it will add to the life of the downtown core similar to other metropolitan centres.
- A negative impact of the concert hall development is the decreased usage of the Jubilee Auditorium. It may be appropriate for an objective third party feasibility study to be conducted prior to any potential government commitment to funding of the project.
- With interest increasing in the area of music, the addition of a new concert hall would enhance the attractiveness to touring performances, musical theatre, etc.

Capital or Operations Emphasis: Capital

Timing for Completion: 1993 - will proceed with construction once funding is in place

Possible Responsible Parties to Initiate Implementation:

Concert Hall Foundation

City of Edmonton

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - $40 million with a portion allocated to an endowment fund to support operations

Operating - Projected breakeven after 2 to 4 years of operation

These figures are taken from the feasibility study prepared by the Foundation.

OPPORTUNITY: Establish riverboat excursions on the North Saskatchewan River.

Description:

The development of riverboat excursions on the North Saskatchewan River could add an exciting element to the Edmonton tourism product line. Sternwheeler riverboats would help re-create Edmonton's colourful past. They could also be linked to the Klondike theme. This seasonal attraction (May to October) would offer an alternative sightseeing mode to view Edmonton's magnificent river valley. It would also serve as a floating banquet and entertainment facility for conventions, wedding parties and other gatherings. One ship with a capacity of 250 to 400 passengers and possibly a variety of smaller ships and other operators would be appropriate on the scenic North Saskatchewan River through Edmonton.

Providing the first major operation is successful, other operations may be initiated to provide a level of service similar to other centres with riverboat operations. For instance, Winnipeg has five large ships operating on the Red and Assinaboine Rivers. There are complete ground tour operations run in conjunction with these services in Winnipeg and other centres such as Toronto and Ottawa. The riverboat operation will likely create some positive spin-off impacts on visitation to other major attractions in the River Valley such as the Muttart Conservatory (near Rafter's Landing - the proposed dock facility location) and Fort Edmonton Park, a main terminus point.

Prior to World War I, two riverboats, the "City of Edmonton" and the "City of Strathcona" navigated the North Saskatchewan River. They offered picnic excursions to Big Island, located southwest of Edmonton. From 1964 to 1968 the "Little Klondike Queen" ran tours on the river. The 50 foot paddlewheeler accommodated a maximum of 100 passengers for a 45 minute cruise.

Assessment:

- This opportunity would create a new tourist attraction. This opportunity has the potential of extending the length of a tourist's stay in Edmonton. This would have the added benefit of increasing revenues to related goods and services.
- A positive financial and market feasibility study has been completed. However, government financial assistance may be required due to the risks attached with this initial major riverboat operation.
- The size, weight, depth and number of passengers on the riverboat is a major factor in the technical feasibility of the project. A study prepared for Alberta Economic Development and Trade and Alberta Tourism indicated the maximum vessel capacity for safe navigation on the river would be 200 passengers. Subsequent examination by a proponent has found it feasible to operate a 300 passenger shallow draft vessel.
- The riverboat excursions will be more successful if they are linked with other attractions, tours or events. The proposed excursions will operate from Rafter's Landing in the downtown area to Fort Edmonton Park.
- The existing proponent for a riverboat operation is building a shallow draft vessel designed to handle 300 people. A variety of cruises will be offered such as moonlight, twilight, evening, dinner, luncheon and morning cruises. There will also be a variety of trip lengths and prices. Operations are scheduled to begin in May of 1990.
- A method of increasing the water level should be studied for costs and effectiveness. However, the existing proponent should be able to operate without an increase in water level. An increase in water level would improve the chance of other operations on the river being successful due to the flexibility of water craft that could be used. Based on previous studies, there are two options to increasing the water level of the North Saskatchewan River, which are:

1) Weir Construction. In 1975, the Capital City Recreational Park Plan studied the construction of a weir. A weir would simultaneously raise the water level of the river and decrease the river velocity. The cost of constructing a weir in December 1974 dollars would be $10.7 million. An alternative weir would involve the installation of a collapsible device, constructed of a reinforced, rubberized material creating a sausage-like bag stretching the width of the river. This bag could be collapsed in the fall and refilled each spring.
2) Dredging. This alternative requires that the river bottom be dug out to create a deeper water passage. This option would cost tens of millions of dollars. (Source: Maximization of Tourism Benefits to Alberta Through Improvement to Public Transportation Study, 1987).

Potential Impacts and Constraints:

Edmonton-based riverboat excursions have the following developmental constraints:

- The North Saskatchewan River has shallow water depth in many locations. In some parts of the main water course water levels can be less than two feet.
- River bank instabilities.
- The low clearance under some bridges during periods of higher water levels.
- The difficulty of navigating between some bridge piers.

Operational constraints are:

- municipal requirements need to be met such as proper docking facilities, environmental impact assessment and mitigation; and docking arrangements at Fort Edmonton Park;
- federal safety and licensing requirements;
- liquor licensing of the ship; and
- satisfactory financing arrangements.

Capital or Operations Emphasis: Capital

Timing for Completion: 1990

Possible Responsible Parties to Initiate Implementation:

Private Investors

City of Edmonton

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - $2.0 to $2.5 million

Operating - $1.0 to $2.0 million per annum

OPPORTUNITY: **Launch the Dinosaur Exhibit World Tour by the Ex Terra Foundation and locate the permanent display in Edmonton after the World Tour.**

Description:

The Ex Terra Foundation, a private non-profit organization established in 1984, began the Dinosaur Project with the organization of a palaeontological expedition to the Gobi Desert in China. Other sponsors include the federal and provincial governments, private foundations, and corporations. The venture involves an exchange of palaeontologists in Canada and China. Four years of scientific research will culminate with the release of publications, films, merchandise, and the start of a major four-year international touring exhibition of fossil finds in the spring of 1992.

The touring exhibit is expected to be the most ambitious of its kind in terms of its size and scope, subject matter, and attraction potential. It is estimated that twelve million people in twelve different countries will have an opportunity to view the fossil finds. The North American launch of the tour in Edmonton combined with the announcement for the permanent exhibit in Edmonton after the tour would help create an international awareness of Edmonton. Though the tour itinerary has yet to be finalized, interest has been expressed by China, United States, United Kingdom, Australia, France, Italy, Sweden, and Japan. Twenty international museums are interested in hosting the exhibit. At least twelve major dinosaur skeletons will be shown along with other fossils. State-of-the-art technology, interactive displays, as well as traditional story telling techniques will be used.

It is suggested that the permanent display be located in Edmonton following the worldwide tour.

Assessment:

- The exhibit would enhance an existing attraction through expansion to facilitate the exhibit or provide a new attraction that would meet the needs of existing and potential markets.

- The not-for-profit organization initiative is presently receiving federal and provincial government support, including funding from private sources. As with the Tyrrell Museum of Palaeontology in Drumheller, this attraction would likely continue to receive public funding for operation costs relating to the exhibit.

- The Tyrrell Museum of Palaeontology in Drumheller received 490,000 visitors in 1988. Attendance is still very strong a few years after the attraction's opening, proving that interest in dinosaurs is not a fad. Visitor surveys attest to the worldwide popularity of the topic. The museum experiences multiple visits. (Source: Ex Terra Foundation).

- The exhibit located in Edmonton would tie together finds throughout the Province including those in northern Alberta, especially in the Peace River region.

- Typical visitors to Drumheller's Tyrrell Museum are primarily comprised of young families. Edmonton has the infrastructure and outdoor/recreational facilities to encourage young families to stay longer and spend more. Edmonton has other popular attractions that interest the young family market.

- Albertans comprise the largest group of visitors to the Tyrrell Museum (62.8%). Other Canadians consists of 27.6% and international is 9.7% of the market. (Source: Ex Terra Foundation).

- The worldwide tour will be supported by TV specials, video tape presentations, educational films, publications and souvenirs. Future operating costs of an Edmonton facility may be offset by such sales. The feasibility of developing a new facility or an addition to an existing facility such as the Provincial Museum of Alberta should be examined.

- Edmonton will require a facility to house the exhibit following the worldwide tour. A detailed feasibility assessment would address the relevant issues.

Potential Impacts and Constraints:

- The economic implications of locating the dinosaur exhibit in Edmonton would translate into more tourism dollars, as well as job creation.

- The non-profit opportunity would encourage improved relations between Canada and China, foster friendships, and provide cultural and scientific value.

- Potential competition with the Tyrrell Museum in Drumheller would be offset by the establishment of joint marketing. Collaborative efforts have been established between competitive attractions such as the Tyrrell Museum, Dinosaur Provincial Park and the Calgary Zoo's dinosaur interpretive areas, thus presenting each attraction as a complement rather than a competitor. The proposed dinosaur attraction in Edmonton may be considered in such a scheme.

Capital or Operations Emphasis: Both

Timing for Completion: 1991 for Launch. 1995 for Permanent Exhibit

Possible Responsible Parties to Initiate Implementation:

Edmonton Tourism
City of Edmonton
Alberta Culture and Multiculturalism

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - $10 to $20 million for permanent exhibit
Operating - To be determined

OPPORTUNITY: Develop a World Class Oil Interpretive Centre in the Edmonton Region.

Description:

The initial concept for Alberta's Oil Industry Interpretive Park was developed by the Leduc Area Tourism Action Committee. The discovery of oil in Leduc in 1947 would be used as the starting point to tell the story of the development and diversification of Alberta's oil industry. It would include the story of research and development, land and drilling systems, corporate discovery, engineering expertise, and future development and growth. It would also depict the origin of the Western Sedimentary Basin.

Components may include the following:

1) Oil Interpretive Centre.
2) Education Centre (Quality education facilities including classrooms, audio visual equipment, linkages to other educational facilities).
3) Trade Centre (Permanent and temporary display space, sales and meeting rooms, etc,).
4) First Class Golf Course (oil industry theme).
5) Recreational Vehicle Park (developed as a short term accommodation site).
6) Softball/Slow Pitch Park (oriented to hosting of major softball and slow pitch tournaments).

The development would be oriented to the general public with major themes interpreted through active and interactive displays.

Assessment:

- A feasibility study has been completed to assess the development and operation of Alberta's Oil Interpretive Centre in the Leduc area. The findings were positive and recommended development of the Centre. The concept included a number of components aimed at achieving site self-sufficiency in terms of operational costs. The Centre is expected to be a major tourist generator because it is unique to Alberta. It would enhance the range of attractions available in the Edmonton region and likely result in increases in total visitation and length of stay. It is expected that the new attraction will draw approximately 350,000 visitors.
- The largest markets will likely be Albertans, Edmontonians, and people visiting friends and relatives in the initial five years of operation.
- The proposed site is close to Highway 2, a major north-south traffic artery which is second only in the province to the popular Calgary-Banff section of the Trans-Canada Highway in terms of traffic volume.
- Other markets would include Nisku businesses, oil and gas corporations, oil and gas associations, convention/meetings travellers; educational groups ranging from kindergarten to grade 12, post-secondary, and industrial; and the pleasure travellers.
- The facility could help generate international tourism to Edmonton by adding a unique attraction based on an industry in the region.
- The feasibility study has estimated that the total revenue generated on the site would be sufficient to cover total annual operating costs.
- The popularity of cultural tourism and the recent emergence of support for science centres indicates public interest would be high for the Leduc concept.

Potential Impacts and Constraints:

- "Hell's Half Acre" at Turner Valley, Alberta, is cited as an emerging competitor, that at a preliminary glance, could appear to be a competing facility. However, if the proposed Leduc facility and the Turner Valley Interpretive Centre were programmed together, both attractions could be complementary, rather than competitive.
- This attraction would be another major travel generator in the Edmonton region.

Capital or Operations Emphasis: Both

Timing for Completion: 1993 to 1996

Possible Responsible Parties to Initiate Implementation:

City of Leduc
Oil Industry
Province of Alberta

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - $30 to $35 million
Operating - $3 to $4 million

OPPORTUNITY: **Accelerate the upgrading and expansion of Fort Edmonton Park.**

Description:

Fort Edmonton Park was initially developed as a "living museum" to portray the history of Edmonton's development. The 158 acre site is located in the southwest quadrant of the City, immediately west of the Quesnell Bridge.

Interpretive themes such as agriculture, commerce, transportation, communications, socio/cultural, government, and settlement enable visitors to experience and compare differences in conditions between historical eras. Essentially, the living and working environments of the fur trade and pioneer periods are brought to life to provide an educational and entertaining experience for Park visitors. Buildings have been reconstructed or restored to depict their original purpose.

In terms of attendance, Fort Edmonton Park is one of Edmonton's major attractions. Visitation has been steadily increasing in recent years.

Assessment:

- A Master Plan was commissioned by Fort Edmonton Historical Foundation in September 1986 to review and update the original 1968 Master Plan. The current document provides a terms of reference for future development decisions by coordinating expansion plans to ensure that Park objectives are consistent.
- The non-profit opportunity would capitalize on the upgrading of a popular tourist attraction to increase future visitation levels. The improvement of Fort Edmonton Park would add to the city's attraction in terms of cultural tourism.

- A study to examine opportunities which will increase operating self-sufficiency is currently underway. This could reduce dependance on municipal government funding.
- An accelerated upgrading and expansion program would allow Fort Edmonton Park to more effectively position itself as a major travel generator in Edmonton.
- Local interest groups who promote the preservation of historical buildings already exist. They may assist in the relocation or replication of historical buildings in Fort Edmonton Park.
- Projected attendance increases at Fort Edmonton Park, at the present level of operations, are 10% in 1989, and another 10% in 1990. Management is undertaking marketing actions aimed at achieving this level of growth. (Source: Management Interviews).
- The master plan provides flexible guidelines to permit the Park's policy makers to respond to changing conditions and opportunities as resources become available and new revenue areas are pursued.
- Total market potential generally consists of Edmonton area residents and other Albertans. The major market segments are adults (35 - 40%), families (32%), seniors and students comprising the remainder at 28 - 33% of the Park's visitors. (Source: Fort Edmonton Park Master Plan, 1987).
- A study of comparable facilities indicates that repeat visits can be generated by the regular scheduling of special events. Other successful strategies include sustained marketing efforts, merchandise sales, and the promotion of the attraction as entertainment, as well as educational.
- A more effective food service strategy may improve the image of the Park, as well as provide revenue for operating costs.
- The tourism market has a keen interest in cultural attractions. The education market is also sizeable.
- Linkages with Klondike Days and the riverboat excursions will likely benefit Fort Edmonton with sizable increases in attendance and revenue.
- There are several opportunities to improve programming for visitors such as "Factor's Dinners" for groups, Klondike events on site, evening nightlife, "a day in the life of a pioneer" for visitors to participate in, film productions, package tours, etc.
- A more comprehensive development of the park could be tied in with major marketing opportunities such as the 200th anniversary of the founding of Fort Edmonton in 1995.

Potential Impacts and Constraints:

- The expansion of Fort Edmonton Park may create an initial surge in attendance, then result in a gradual decrease as the novelty wears off and there is more competition for visitors. The solution would be to maintain interest through an integrated marketing plan such as the promotion of special events, group targeting, cooperative programs and the advertising of special rates and promotions.

- A primary constraint may be the heavy dependence of future development upon civic funds and other grants. It is suggested that revenue sources be diversified to include more private groups, foundations, and corporations.

Capital or Operations Emphasis: Capital
Timing for Completion: 1995
Possible Responsible Parties to Initiate Implementation:
Fort Edmonton Management
Fort Edmonton Historical Foundation
City of Edmonton
Province of Alberta
Preliminary Order of Magnitude Operating and Capital Cost Estimates:
Capital - $25.0 million
Operating - Increase required for more effective promotion, better interpretation and more revenue generating areas.

OPPORTUNITY: **Develop events which draw national and international visitors such as a 200th Anniversary event for Edmonton in 1995, a Winter World's Fair to celebrate the "Turn of the Century", and 100th anniversary celebrations for the Province of Alberta (2005) and the City of Edmonton (2004).**

Description:

Events could be developed that would create local, regional, national and international exposure for the City, as well as capture the City's spirit. These events will create longer term benefits for the City of Edmonton in terms of tourism. Edmonton could receive excellent exposure in its national and international markets and draw many visitors from them for the events.

A sequence of major events would likely differentiate Edmonton as a destination. The events ranging over a 10 or 11 year period from 1995 to 2005 including such anniversaries and celebrations as:

1995 - 200th anniversary of the establishment of Fort Edmonton.
1998 - 100th anniversary of the Klondike gold discovery.
2000 - turn of the century.
2004 - 100th anniversary of the City of Edmonton.
2005 - 100th anniversary of the Province of Alberta.

The promotional theme based on "the official host city" for the turn of the century, events, conferences, attractions, etc. is already in place.

Assessment:

- National and international exposure of the events will create a positive image for Edmonton worldwide.
- Major events are major travel generators when they are properly organized and promoted. The suggested events would attract national and international visitors at the time as well as for years afterwards. Examples of this are the 1988 Calgary Winter Olympics and Expo '86 in Vancouver.
- Edmonton has considerable experience in staging major events such as the World University Games, Commonwealth Games, numerous festivals and international sports competitions. The volunteer network is in place and a series of major anniversaries can be celebrated.
- It is likely that a sequence of several major events over several years may create a greater and longer lasting impact on the marketplace rather than the staging of one major event. Detailed feasibility analysis of each major event including a cost benefit assessment is required.
- The main components of feasibility assessment involve examining volunteer resources and commitment, corporate sponsorship, public funding and potential to penetrate new tourist markets or extend the stay of existing visitors. Feasibility assessment must also consider the advantages and disadvantages of securing and staging events based on established themes such as world fairs and major international sporting competitions versus local or regional themes and celebrations.

- A Winter Festival could generate a substantial economic impact, regionally and nationally. An evaluation by the National Capital Commission of Ottawa's Winterlude in 1985, estimated that direct local expenditure ranged from $15.2 to $21.9 million and total regional income generated falls between $24.8 and $35.1 million.

- Other successful winter festivals are the Festival of Lights in Niagara Falls, the Sapporo Snow Festival and the Quebec Winter Carnival.

- Edmonton ran the Slowflake Fantasy event from 1986 to 1988 with the following attendance:
  1986 65,000 attended the 10 day event
  1987 90,000 attended the two and a half week event
  1988 33,500 attended the event over two weekends
  (Source: Edmonton Parks and Recreation)

- Expo 1986 in Vancouver brought international recognition to the City. From May 2 to October 13, 1986, 22.1 million visitors took in the sites and activities at Expo '86. The City is still gaining long term benefits from the event in terms of tourist recognition. A similar experience was noted with Expo '67 in Montreal.

- Other connecting industries will benefit from such a festival event such as accommodations and restaurants.

- Tourists would become more aware of Edmonton as a tourist destination and may make plans to visit Edmonton during the longer term.

- Edmonton has an excellent pool of experienced volunteers for staging national and international events.

- The amount of revenue generated during these events will boost the Edmonton economy.

- Edmonton is a recognized leader in the winter cities of the world because it has hosted Winter Cities Showcases and Conferences.

Potential Impacts and Constraints:

- The greatest impact is usually on the volunteer resources in the community. Major events require major commitments from volunteers.

- The long term awareness impacts can be very beneficial for tourism marketing providing successful tourist oriented events are staged.

- There is limited corporate and public sector funding available. The benefits to the sponsors must be demonstrated and proven.

- Most major events require longer term commitments for operational funding relating to the capital investments for venues.

Capital or Operations Emphasis: Both

Timing for Completion: 1995 to 2005

Possible Responsible Parties to Initiate Implementation:

Edmonton Chamber of Commerce
Edmonton Tourism
City of Edmonton
Business Leaders

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - Estimates must be prepared for each event to improve or construct new venues.

Operating - Estimates must be prepared for the operation and promotion of each event.

OPPORTUNITY: **Develop and promote the North Saskatchewan River Valley as a major tourist attraction (including better physical access from downtown hotels and the convention centre; outdoor activity packages; and commercial tourist services).**

Description:

A few years after Edmonton became a City in 1904, City Council decided to set aside the North Saskatchewan River Valley and Ravine System as parkland for the enjoyment of present and future generations. This foresight resulted in one of the most significant visual images of Edmonton. The large park area through the centre of the city can be likened to New York's Central Park, Spokane's Riverfront Park or Vancouver's Stanley Park, as a focal point for the city. It also brings rise to the claims that Edmonton has more parkland per capita than other cities in Canada with 2,291 hectares (5,662 acres) in total. The river valley also hosts many of the city's most popular tourist attractions, special events and recreation venues such as Fort Edmonton Park, Muttart Conservatory, Heritage Festival, Sourdough Raft Race, Edmonton Folk Music Festival, Kinsmen Sports Centre, golf courses, William Hawrelak Park, Rundle Park, the Great Divide Waterfall off the High Level Bridge, and John Ducey Baseball Park.

In 1978, the City, with funding from the province undertook major improvements in the River Valley and Ravine System from 109 Street to Rundle Park. The project was called Capital City Recreation Park which is comprised over 106 kilometres of hiking, cross-country skiing, and biking trails, interconnecting with several Edmonton parks and residential areas. The river valley also has several service points with washrooms, telephones and shelters. The Alberta Heritage Savings Trust Fund contributed over $42 million to help develop Capital City Recreation Park.

The River Valley could be the focus of many additional tourism developments such as riverboat excursions, commercial market and restaurant developments near the waterfront, development of areas to create a river valley service and commercial village near the downtown area and better pedestrian access from the city's downtown hotels into the River Valley to facilitate its use by hotel guests.

Assessment:

- The North Saskatchewan River Valley and Ravine System is one of the most memorable features for visitors to Edmonton.
- The river valley is a major tourism asset when all its facilities and venues are taken into account.
- More convenient access from downtown to the park system would help facilitate use by business and conference visitors.
- The development and promotion of the river valley as a major tourist attraction would help increase the number of visitors to Edmonton and extend their length of stay.
- Better physical access and overall promotion, including activity packages for tourists, would lengthen visitors' stays in Edmonton.

Potential Impacts and Constraints:

- Better access to the river valley from downtown would encourage increased usage of the valley by the business and convention visitors.
- Promotion of the River Valley as a major tourist attraction would enhance the image of Edmonton.

- Potential conflicts with residents of the City who enjoy restricted access and low density of use and residents of residential areas in the valley who do not want more traffic and people passing through their neighbourhoods.

Capital or Operations Emphasis: Both

Timing for Completion: Ongoing

Possible Responsible Parties to Initiate Implementation:

City of Edmonton

Attraction Operators in River Valley

Province of Alberta

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - $10's of millions

Operating - several million dollars per annum

OPPORTUNITY: Support the development of attractions, resorts and other tourist destination products in central and northern Alberta through the initiatives of the Northern Alberta Mayor's Task Force.

Description:

Given the increasing interest by travellers in outdoor recreation, wilderness, adventure and experiencing life in smaller communities, there are good tourism development opportunities throughout central and northern Alberta. Edmonton would benefit as the gateway and main service centre for development, operation and serving visitors to new attractions, services and infrastructure in central and northern Alberta. Providing feasibility of proposed tourist developments and operations is positive and there is some potential economic benefit to Edmonton, Edmonton's tourism industry should support new and existing developments and operations. Similarly, Edmonton's industry should be supported by central and northern Alberta's tourism industry.

A long range plan for tourism development in central and northern Alberta should be prepared based on an objective assessment of the resources, market opportunities, financial feasibility and economic impacts.

Assessment:

- Edmonton Tourism could facilitate and coordinate communication between themselves and Tourist Associations in other cities, towns, villages, hamlets and regions in central and northern Alberta.

- Research support is necessary for potential developers. Research would provide baseline information to the prospective developers and investors.

- Provincial and Federal politicians must be made aware of the importance of tourism in central and northern Alberta and the need for assistance in developing attractions, services and infrastructure.

- Promotional support and cooperation is required from all interacting groups.

- Many existing attractions, resorts and other tourist destination products in central and northern Alberta have good potential for further expansion in response to demand. Examples include Dunvegan Historic Site, fishing lodges, wilderness accommodation and guiding, and lakeside resorts. Supporting and promoting existing facilities would encourage tourism travel to Edmonton.

Potential Impacts and Constraints:

- The growth of the industry in central and northern Alberta will stimulate business in Edmonton due to its function as a gateway and service centre. There would be more visitors and income to Edmonton.

- Currently, there is a need for more and better quality tourism attractions and services outside the City of Edmonton. For example, the Edmonton to Jasper or the Edmonton to Fort McMurray routes, are relatively void of any major tourism attractions.

- Increasing the number and variety of tourism attractions and services in central and northern Alberta will encourage tourists to stay for longer periods in the region and result in direct and indirect economic benefits to Edmonton.

- Parks Canada has adopted a plan which restricts the amount of overnight accommodation that can be developed in Jasper.

Capital or Operations Emphasis: Capital

Timing for Completion: Ongoing

Possible Responsible Parties to Initiate Implementation:

Edmonton Tourism
City of Edmonton
Private Investors

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - Capital development implications for Edmonton need to be determined

Operating - Minimal additional cost to Edmonton

OPPORTUNITY: Develop Edmonton as the principal gateway for Central and Northern Alberta, the Northwest Territories and the Yukon.

Description:

Edmonton has earned the title of "Gateway to the North". This title is based upon its being the transportation and distribution centre for the region and to the far north. Edmonton should continue to service northern points as it attracts tourism to and through Edmonton. Edmonton can capitalize on the northern adventure products and experiences in northern Canada that are attracting mainly international visitors of higher socio-economic status.

Assessment:

- Edmonton's tourism industry has an opportunity to package and promote Northern products locally, regionally, nationally, and internationally. Until recently, little cooperative promotion has been done with northern destinations and operators.
- This opportunity would enhance the range of attractions, events, and images of Edmonton needed to satisfy the needs of the northern travel market.
- This opportunity would aid in creating a major tourism generator for Edmonton, in regards to the airports and the highways from northern Alberta into Edmonton.
- To help promote Edmonton as the principal gateway to the North, "products" need to be developed using Edmonton as the gateway.

- Edmonton is the "gateway to the north". Food and clothing as well as many other goods and services are supplied to the north from Edmonton. Even without visitors stopping in Edmonton, there are positive economic benefits for the City.

- Edmonton should be promoted as part of the Northern package. To many international markets, Edmonton is part of the "north".

- Develop cooperative promotions between Edmonton, the Northwest Territories and the Yukon to increase awareness. Edmonton is also perceived as being in the "north" in many markets.

Potential Impacts and Constraints:

- Potentially, Edmonton could lose its status as "gateway to the north". Edmonton must act quickly because some of this business is already lost to Vancouver, Winnipeg, Ottawa and Toronto.

- When packaged and promoted cooperatively with other northern destinations, Edmonton will benefit economically.

Capital or Operations Emphasis: Operations

Timing for Completion: 1991 - 1992

Possible Responsible Parties to Initiate Implementation:

Edmonton Tourism

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - Minimal

Operating - $100,000 to $200,000

OPPORTUNITY: **Develop industrial tours featuring petrochemical, oil and gas exploration, agricultural and biotechnical industries.**

Description:

The opportunity for a wide range of industries to conduct tours to interest groups and the general public exists and is an untapped tourism resource. Several firms presently offer guided tours for interested groups or individuals upon request through certain industrial facilities. Others only provide technical/scientific tours to those within their own industry.

There is great tourism potential in the packaging and promotion of industrial tours. Different types of tours could be provided for the various groups such as school children, pleasure travellers, and international scientists and government representatives. Examples of the Edmonton area's wealth of industries include the Edmonton Research and Development Park, the University of Alberta's Agriculture research facilities, the Devon oil and gas fields, the proposed oil interpretive complex in Leduc, and Refinery Row and petrochemical operations northeast of Edmonton.

Specific industrial tours would highlight the strength of the regional economy and result in trade, as well as tourism benefits.

Assessment:

- The provision of industrial tours serves an identified need in the business and education markets.
- Private sector industries would not require financial support to conduct tours; the firms are generally self-sufficient for capital and operating costs.
- If sold in the form of tour packages, industrial tours could prove to be a major tourism generator.
- A growing demand exists for educational tourism products.
- Necessary infrastructure such as transportation and other services is already in place.
- Industrial tours do not generally require significant outlay of funds.
- Several public and private sector industries already schedule tours.
- The cost of liability insurance for visitors or controlling the risks involved with tours are major obstacles to be overcome.
- Fees for tours are usually charged to offset the cost of tour operations.
- Various types of industrial tours appeal to a diverse market such as the corporate, pleasure, education, and those visiting friends and relatives. There is a large market potential for international trade groups and tourists.
- This opportunity promotes Edmonton's commercial, industrial, and trade assets to outside communities.

- With the onset of free trade, promotional tours of Edmonton's first-class research facilities could facilitate business relationships and cooperatives, which would dramatically improve Edmonton's position as a trading partner.
- Technological exchanges with other cities or countries could be arranged, if feasible.

Potential Impacts and Constraints:

- Economic benefits would include an increase in economic trade activity and tourism expenditure.
- Edmonton may experience increased employment for industries requiring tour guides, interpreters, or public relations personnel. Employment may increase in service sectors as a result of tourism demand.
- Industrial tours may promote a positive trade image for Edmonton, as well as its economic diversity.
- Such tours would be highly educational for Edmonton residents and Albertans by helping them to appreciate local industry and link most travel for business to tourism.
- There are usually safety and liability issues that need to be resolved when implementing industrial tours.

Capital or Operations Emphasis: Operations

Timing for Completion: 1992

Possible Responsible Parties to Initiate Implementation:

Tour Operators

Owners of Plants with Good Tour Potential

Edmonton Tourism

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - Minimal in most situations

Operating - Cost of guide operations, insurance, overhead and promotions

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OPPORTUNITY: Develop tourism products which capitalize on the multicultural makeup of Edmonton.

Description:

The cultural mosaic of Edmonton, which is not unique amongst North American centres, has excellent potential as a tourism development opportunity. The efforts of ethnic organizations has resulted in several successful tourist events and performing groups. There are also numerous attractions based on an ethnic theme. The Edmonton Heritage Festival, Shumka Ukrainian Dancers and the Ukrainian Cultural Heritage Centre are examples of these ethnic based events and attractions. Also, organizations such as Edmonton Northlands have promoted various ethnic groups during the Klondike Days Exposition.

A tourist development opportunity based on the multicultural makeup of Edmonton could include several components:

- packaging of ethnic or multicultural attractions and events;
- ethnic cuisine fairs and events;
- ethnic performances;
- special services and information in several languages; and
- more prominent themeing and signing of residential areas where specific ethnic groups are concentrated such as the Chinese and Italians.

Assessment:

- This potential ethnic market is large enough to have significant economic impact on the tourism industry in Edmonton.
- Such a product would enhance the cultural image of Edmonton.
- The visiting friends and relatives is already quite strong and can be reinforced by developing ethnic based products and services.
- Certain ethnic groups such as the Ukrainians are used in promotions for Edmonton but there is lack of a visible product for the average visitor to see and experience when visiting Edmonton.
- The products and services can be expanded upon to capture the ethnic market internationally by differentiating Edmonton from other multicultural destinations.

- Edmonton's and Alberta's colourful history of settlers and native people could be recreated and preserved for future generations. An example of this is already occurring at Fort Edmonton Park.
- The opportunity would increase the tourism dollars spent in the Edmonton area.
- Edmonton Tourism should work in cooperation with those associations, events and attractions already established in the Edmonton area, for example the Ukrainian Cultural Centre, and the Association Francaise de L'Alberta, to establish communication networks and create support for the tourism product.

Potential Impacts and Constraints:

- The biggest constraint is the degree of product development and promotion required to differentiate Edmonton from other similar centres in North America.
- Need to coordinate activities of various ethnic groups.
- Some ethnic groups may not be interested in displaying and promoting their culture to visitors on a year-round basis.

Capital or Operations Emphasis: Operations

Timing for Completion: 1994

Possible Responsible Parties to Initiate Implementation:

Ethnic Groups

Edmonton Tourism

Alberta Culture and Multiculturalism

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - To be determined

Operating - To be determined

2.3.2 Services

OPPORTUNITY: **Redevelop the Hotel Macdonald as a first class business and convention property.**

Description:

The Hotel Macdonald, owned by Canadian Pacific Hotels and Resorts, is a historic site located in downtown Edmonton. The hotel was originally constructed in 1915 by the Grand Trunk Pacific Railway Company, as a prime hotel facility for Edmonton.

The history of the hotel is comprised of a number of renovations and additions that lead up to its present day condition. The property has been closed since 1983. The hotel's owners have recently committed to refurbishing and upgrading the property to its former grandeur as it was in 1915 featuring Edwardian style architecture and furnishings. The property will serve business travellers and convention delegates in downtown Edmonton. The first class property will have approximately 195 luxury guest rooms with convention/meeting room facilities. The hotel will also feature health club facilities and tennis courts for guests and members.

Assessment:

- As of the spring of 1989, Edmonton's downtown properties totalled 3,153 rooms. Over 83% (2,623 rooms) are suitable for most conference delegates and corporate/commercial travellers. The 195 rooms at the Hotel Macdonald would increase hotel room supply to 3,348.
- The property would be located within close proximity to Canada Place and the Edmonton Convention Centre. These two facilities attract corporate, federal government and convention markets to Edmonton. The hotel would fulfill a need for more rooms for conference and meeting delegates.
- The Hotel Macdonald is a landmark in the province of Alberta. This historic site is a significant landmark for visitors and residents.
- The Edmonton Convention Centre's management team forecasts an increase in usage of the facility resulting in an increase in room night demand in each succeeding year throughout their forecast period to 1994. The forecast for the Centre is as follows:

Convention Centre - Room Nights

Year	Room Nights
1988	107,000
1989	118,000
1990	140,000
1991	130,000 - 150,000
1992	130,000 - 150,000
1993	160,000 - 170,000
1994	160,000 - 170,000

Note: At optimum capacity, the Convention Centre will generate between 150,000 to 175,000 room nights.
(Source: Edmonton Convention Centre, Management)

- The number of first class and deluxe rooms in downtown Edmonton is relatively small in comparison to the need for many larger conferences and meetings. The resurgence in the economy is also resulting in an increasing demand for the corporate market. An aggressively-priced property should capture a significant share of Edmonton's growing conference, meeting and corporate markets.

- Canada Place contains federal government services. In addition to its 3,500 employees, many travellers come to Edmonton to conduct business with these federal government employees.

- The City of Edmonton's Forecast Committee predicts building permit values to be in the range of $480 million to $580 million in 1989. From 1989 to 1993, permit values are forecast to increase by approximately 10% per year. Downtown development will generate an increase in demand for first class and deluxe hotel rooms.

Potential Impacts and Constraints:

- Another benefit of the reopening of the Macdonald Hotel would be the impact on local and regional construction employment. The operation of the hotel would create 250 - 300 person-years of employment in the city. Businesses which supply goods and services to the hotel would also benefit.

- The opening of the Hotel Macdonald will create a repositioning of existing downtown first class and deluxe hotel properties in serving market needs.

- A potential constraint for the reopening of the Hotel Macdonald is the possibility of other new hotel developments in the downtown core. Feasibility studies have been undertaken for other hotel developments in the downtown core to serve the corporate, government and convention markets. At this point, however, it is understood that most of these projects are on hold until the destiny of the Hotel Macdonald is determined.

Capital or Operations Emphasis: Capital

Timing for Completion: By Mid 1990

Possible Responsible Parties to Initiate or Complete Implementation:

CP Hotels and Resorts
City of Edmonton

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - $20 million
Operating - Not available.

OPPORTUNITY: **Develop more full-service campgrounds, services and promotions targeted at campers and recreational vehicle users.**

Description:

A complete range of campgrounds, with facilities, are found within Edmonton and vicinity. Given a 50 kilometre radius around the City of Edmonton, there are approximately 39 campgrounds including recreational vehicle (RV) and trailer facilities. These campgrounds offer a total of 3,290 sites. For customers choosing to stay within Edmonton's city limits, there are four campgrounds for a total of 332 sites. Market trends indicate there is a growing demand for full-service campgrounds to serve record numbers of travelers with recreational vehicles, trailers and campers requiring complete utility hook-up and expecting numerous other services on site ranging from laundromats to complete shopping and recreation facilities. In the spring of 1989 a major recreation retail operation (Hunter's), began operation on a site located immediately west of Edmonton. Upon completion, Hunter's will include a full-service R.V. park with 450 sites. There are several other proposals for full-service campground developments in the Edmonton region. Many existing campgrounds need to be improved to remain competitive. Required improvements include more full-service sites, recreation facilities and shopping facilities. Campgrounds are promoted through operator brochures and also appear in the Alberta Campground Guide.

Assessment:

- The recreational vehicle market is a growing market. The Canadian Recreation Vehicle Association estimates that there are over 1,000,000 recreational vehicles in operation in Canada. The Association is projecting 10% growth per annum. (Source: The Canadian Recreation Vehicle Association).

- The development of more full-service campgrounds and upgrading of existing campgrounds are opportunities for the private sector. These opportunities may be self-sufficient for capital and operating costs, but would likely require some government support to off-set infrastructure costs within and near urban areas.

- It would meet unsatisfied needs in the camper and RV user markets.

- Highway traffic data indicates that about 5% of vehicles traveling in and around Edmonton are recreational vehicles. The number of people using campgrounds in Alberta has increased by 22% since 1983. (Source: Alberta Transportation and Utilities , Alberta Recreation and Parks).

- In 1988, the occupancy rate for Provincial Park campgrounds in the Edmonton area was about 22% during weekends (average for the total year). The occupancy rate during July weekends ranged from 67% and up to 78%. It is expected that occupancy rate for campgrounds in and near the City are considerably higher. Many turn away campers during most July and August weekends. (Source: 1987-1988 Park User Statistics - Fiscal Year Summary).

- Added to the problem of high price of land, the pricing practices for public campgrounds makes it difficult for private operators to make a living and invest in improvements.

- Private campground operators require support and promotional tools to maximize the profitability of their operations. A central booking agency for private and public sector campgrounds may be beneficial to many operators. The public sector could assist by providing improved directional signage to the campgrounds and improved information on the campgrounds in major tourism publications.

Potential Impacts and Constraints:

- The availability of more campground sites would retain campers and RV users within and around Edmonton and area, who would otherwise leave or go to sites too far from the City to have any economic impact.

- The development of new campgrounds would have a direct impact on the campground business, campers and RV related services, and tourist attractions and services.

- Seasonality of high demand is a problem. Campgrounds are traditionally busiest June through August. The property is then left primarily vacant for the remainder of the year. There is an opportunity for seasonal rentals and other related uses but these markets are limited.

Capital or Operations Emphasis: Both

Timing for Completion: Ongoing

Possible Responsible Parties to Initiate Implementation:

Alberta Tourism

Alberta Recreation and Parks

Private Operators

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - $1 to $2 million per campground

Operating - $100,000 to $150,000 per annum

2.3.3 Infrastructure

OPPORTUNITY: Develop Edmonton as a major international air service "hub" with improved service from regional, national, and international markets.

Description:

Edmonton's remote geographic location, in relation to other North American urban centres, makes it highly dependent upon airline transportation in order to be accessible to its markets. It is extremely important to have an efficient and comfortable air service which serves regional, national and international markets.

In terms of its competitiveness, Edmonton is losing its position in the passenger traffic volumes in comparison to Calgary. Calgary has made significant gains in passenger traffic while Edmonton had only a modest increase. From 1976 to 1985, Calgary's passenger volume jumped by 70% while Edmonton received only another 7.0%. Calgary also received another 40% more flights than Edmonton in the same period. (Source: Edmonton Enterprise, Airline Service Presentation, 1987). The small increase in Edmonton passenger volumes relative to Calgary can be traced in part to the difficulty of making connections between international, national and regional flights. Also, many air carriers have opted to serve Calgary because of the better quality of airport facilities, the convenience of flight connections in one airport and the availability of convenient connecting air service to the Edmonton Municipal Airport.

In June 1989, Canadian Airlines began direct regularly scheduled flights to Edmonton from Tokyo. Time-Air is considering the provision of scheduled air service between Edmonton and Jasper, and Air North of Alaska is booking flights into Edmonton mainly sold through packages offering entertainment and shopping at West Edmonton Mall. The difficulty and inconvenience of arranging connecting flights to Edmonton has likely discouraged passengers and their travel arrangers. The Municipal Airport provides local and regional air service, while the International Airport services transcontinental and international flights.

Assessment:

- Edmonton is losing the potential overnight visitor due to the inconvenience of travel between terminal facilities and the need for more international air carrier service to Edmonton.

- Several proposed developments planned in the vicinity of the Edmonton International Airport include an oil interpretive complex, a food processing park, an auto raceway, a hotel, and a first class golf course.

- With a local airport authority taking over jurisdiction of the Edmonton International Airport from Transport Canada, the opportunity exists for the new management to be more responsive to market needs by stimulating the development of more facilities and services for travellers in and adjacent to the airports.

- The issue of determining whether or not one or two major airports will operate in the Edmonton area must be resolved in the near future to create a more stable environment for investment in airport and tourist facilities and services.

Potential Impacts and Constraints:

- Better air service to Edmonton will encourage tour operators to include the city on their itinerary.

- The regional economy would also benefit from an increase in local economic activity resulting from improved air service.

- The development of an efficient airport hub would attract and promote a better level of service by airlines.

- If one airport is developed for all scheduled service into Edmonton, then significant negative impacts on businesses and developments around the other airport need to be resolved.

Capital or Operations Emphasis: Capital

Timing for Completion: 1995 - 2000

Possible Responsible Parties to Initiate Implementation:

Edmonton Regional Airports Task Force

City of Edmonton

Transport Canada

Edmonton's Travel Industry

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - $100's of millions for airport and non-airport development

Operating - Not known

OPPORTUNITY: Retention and improvement of rail service from Jasper, Vancouver, Calgary and other regional markets.

Description:

VIA Rail plans to reduce its level of operations to meet lower government funding due to decreased ridership. Government performance targets to control costs and increase revenues had failed to reduce the growing deficit of the Crown Corporation in 1985. A modest increase in ridership in 1988 did not achieve a significant positive financial impact upon VIA Rail. The train currently operates at 54 - 60% capacity according to VIA Rail sources.

The federal government is currently in the process of examining the future of passenger rail service. Options include fare increases, service reductions and closure, and the sale or transfer of parts of the service.

The option of maintaining and improving passenger runs in Western Canada is particularly important to local tourism. Various studies have shown that the train travel market has not reached its potential. It would be unfortunate to eliminate the rail service when there is significant untapped market potential. The cancellation of the western routes would also have adverse effects on many local tourism businesses. However, the industry must actively promote increased ridership and use of VIA Rail and other rail excursion services.

Other train excursions are operating in the region by the private sector such as the Central Western Rail Service out of Stettler and other services including a service between Jasper and Edmonton have been proposed.

Assessment:

- Rail service is considered to be critical to tourism infrastructure, especially among foreign travellers. The service will require public and private sector investment and rationalization of services in various areas of Canada.
- Several politicians, as well as various interest groups hope to sustain VIA Rail service. These advocates are actively promoting the retention of passenger rail service.

- The short term financial investment in the maintenance and improvement of rail service may be costly, yet translate to significant tourism gains in the future.
- VIA Rail is presently examining the feasibility of various components within its system. If government subsidies to VIA Rail are reduced, then various routes may be eliminated. However, other operators have expressed an interest in maintaining and improving service if reasonable costs for use of the rail lines can be negotiated.
- Alberta is the destination of about 90% of train travellers from Toronto. (Source: VIA Rail)
- The Canadian Airlines direct Edmonton-Tokyo flight is expected to bring more Japanese tourists to Edmonton who may be interested in travelling by VIA Rail to the Rockies.
- Private sector alternatives may be more profitable. A Toronto-based travel firm has proposed to turn the Toronto to Vancouver run into a luxury upscale service. Other entrepreneurs are examining the feasibility of operating various lines presently in the VIA Rail system.
- Train travel is not an outmoded form of transportation. The Eurail system in Europe, the American Amtrak, and high speed trains prove that passenger rail travel can be competitively priced, popular and efficient.
- As a primary mode of transportation, train travel constitutes just slightly over 1% of all non-resident travel to Alberta. However, it is generally acknowledged that the potential to increase ridership exists. (Source: Alberta Economic Development and Trade).
- Studies have indicated that the Canadian domestic market offers the greatest potential for train travel to the West. The US train market also has good potential, especially in combination with air travel. The West German and Japanese markets also provide a good market for train service.

Potential Impacts and Constraints:

- Edmonton would experience an increased inflow of national, regional and international tourism dollars.
- A passenger rail service would indirectly promote Edmonton and Canada's image to tourists.
- The federal government is no longer willing to support a service that has accumulated a significant deficit and is steadily losing ridership. The private sector is ready and willing to offer various feasible alternatives including local/regional excursion train services.

Capital or Operations Emphasis: Operations

Timing for Completion: 1994

Possible Responsible Parties to Initiate Implementation:

Government of Canada
City of Edmonton
Private Operators

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - To be determined
Operating - To be determined

2.3.4 Promotion

OPPORTUNITY: **Enhance promotion of the Yellowhead Highway as the "Other" Trans-Canada route, and twin the highway across Canada.**

Description:

The Yellowhead Highway stretches from Winnipeg through Edmonton and on to Vancouver, covering a distance of 3,216 kilometres. In September 1986, the Yellowhead Highway was officially designated as a Trans-Canada highway. However, the Yellowhead is still thought of as a secondary route by many people travelling or considering travelling through the western provinces via Highway 1, the Trans-Canada Highway. When compared to the Trans-Canada Highway, the Yellowhead is perceived to be a much longer route to Vancouver and not as convenient as the Trans-Canada Highway through Southern Alberta. Promotions have been in place to encourage travellers throughout Canada to use the Yellowhead Highway instead of Highway 1. Recent promotions have focused on the advantages of travelling the Yellowhead as opposed to the Trans-Canada Highway through factual comparisons. In 1981, a ten year project to twin the Yellowhead through Alberta was implemented, and is expected to be completed by the end of 1991 at a total cost of approximately $300 million.

Assessment:

- The promotion and twinning of the Yellowhead Highway is already within an adopted plan and being implemented.
- In 1988, the number of vehicles entering Alberta from Saskatchewan and British Columbia via the Yellowhead Highway totalled approximately 1,308,525, an increase of 1.8% over 1987. (Source: Alberta Transportation and Utilities).
- The number of vehicles entering Alberta from Saskatchewan and British Columbia via the Trans-Canada Highway, totaled approximately 1,182,600 in 1988, an increase of 1.4% over 1987. (Source: Alberta Transportation and Utilities).
- There are about 9.6% more vehicles entering Alberta via the Yellowhead Highway as opposed to the Trans-Canada Highway, which is a little known fact.

- According to the 1986 Canadian Travel Survey, the average non-Albertan's average household size per trip is 2.3 persons. The average daily expenditure per person is $58.00 per trip. Therefore, it is estimated that an extra $1.5 to $2 million in tourism dollars could be generated daily along the Yellowhead Highway strip in Alberta (based on a 1% capture rate of the Trans-Canada Highway travellers), after the highway is twinned. (Source: 1986 Canadian Travel Survey).

- It is estimated that 2.6 million visitors travelled to Edmonton via the Yellowhead Highway in 1986. (Source: Edmonton Tourism).

Potential Impacts and Constraints:

- A continuation of the promotion and twinning program of the Yellowhead Highway will increase traffic on the highway, therefore encouraging an increase in the amount of tourism dollars spent in this region.

- Edmonton would benefit from this increase in traffic since it is the largest commercial centre between Winnipeg and Vancouver that the highway goes through.

- The present and potential number of accommodation facilities in Jasper may not be sufficient to lodge the potential number of tourists travelling through Jasper on the Yellowhead Highway. Alternative resort destinations west of Edmonton along the Yellowhead Highway may need to be developed.

Capital or Operations Emphasis: Both

Timing for Completion: 1991 for Twinning through Alberta

Possible Responsible Parties to Initiate Implementation:

Alberta Transportation and Utilities

Yellowhead Highway Association

City of Edmonton

Communities and Tourist Associations along the highway

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - $30 to $35 million per annum to 1991

Operating - $200,000 to $300,000 per year for promotion

OPPORTUNITY: **Develop packaging, promotions and transportation systems such as joint packaging and promotion initiatives involving attractions, events, and other activities, and encourage the development of tour wholesalers in Edmonton.**

Description:

Edmonton currently lacks tour packaging of events, attractions and accommodation for visitors. The implementation of a packaging and awareness program would increase the level of awareness of Edmonton, bringing more tourists to the City, and increase their level of satisfaction with our attractions and services. A significant central player in this opportunity would be the tour wholesalers and operations based in Edmonton. At present, there are only a handful of operators and wholesalers that package Edmonton. Most of the existing product is centered around West Edmonton Mall.

Edmonton's current tour wholesale industry is too small to have much impact in most markets. It lacks the coordination and cooperation that exists in most other major centres in Canada. It is important to build an industry that is familiar with Edmonton in order to develop and market Edmonton products. Edmonton Tourism can assist in the promotion of new tour wholesale companies by representing the companies in trade shows and using their products and services during familiarization tours and industry conferences and trade shows. Cooperative promotional and servicing programs should also be developed with other destinations in Alberta, the Yukon, and the Northwest Territories.

Assessment:

- Edmonton is not as competitive as it could be. There are considerably more tour operators and wholesalers in other Canadian centres, some of whom receive more support from the municipality or local tourism organization than is presently provided in Edmonton.
- The economic impact of motorcoach tours to Edmonton was estimated to be about $8.7 million in 1987. The largest operator expenditures included transportation, lodging, meals, and attractions. (Source: National Tour Association, 1987).
- With the availability of cost shared marketing dollars through Team Tourism, it is likely that many more companies will develop and market Edmonton-based products.
- Edmonton has an excellent inventory of attractions, events, and other interests such as West Edmonton Mall, Fort Edmonton Park, Muttart Conservatory, numerous festivals (eg. Klondike Days, Jazz City, The Fringe), a cultural and arts community, the river valley, and major sporting events. The city should capitalize on the packaging and promotion of these attractors.

- Calgary is successful in selling a tourism product. It is both a major competitor and a potential collaborator in encouraging visitation to Alberta and Edmonton.

- The private sector would require encouragement and public promotional support for an opportunity that would primarily be self-sufficient for capital and operating costs.

- The implementation of the project would enhance the local pleasure travel market by offering a good product, plus efficiency and service.

- A Team Tourism Marketing plan has been prepared for Edmonton outlining the overall market situation and outlining programs for product development and marketing of the city.

Potential Impacts and Constraints:

- An increase in leisure travel to Edmonton would lead to more employment in the tourism sector and generate more tourism dollars.

- The availability of efficient tourism services would create goodwill among visitors and encourage repeat trips.

- A higher level of demand for existing attractions and events would encourage their maintenance, improvement, and growth, thus benefitting Edmontonians.

- The introduction of the federal goods and services tax in 1991 may have a negative impact upon tourism travel in Canada. This potential problem could be alleviated by effective promotion offering and emphasizing excellent service and hospitality value for the dollar.

Capital or Operations Emphasis: Operations

Timing for Completion: 1993

Possible Responsible Parties to Initiate Implementation:

Edmonton Tourism

Tour Operators and Wholesalers

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - Minimal

Operating - Several $100,000

OPPORTUNITY: **Develop a central information and reservation system for accommodation, tours, events and other services.**

Description:

A central information and reservation system in Edmonton would allow visitors and potential visitors to make reservations and inquiries about accommodation, tours, events, attractions, and other services located in and around Edmonton using a toll free line from anywhere in the United States and Canada. At the present time, there is no such service in place. Edmonton is one of the few major cities in Canada which does not have a central reservation system.

Assessment:

- A basic central information and reservation system in Edmonton may cost between $250,000 to $300,000 to operate each year. Business operators connected to the system would be expected to pay the central information and reservation system 10% commission on sales made through the system. Therefore, in order to cover the operating costs, the central information and reservation system would have to generate between $2.5 million to $3 million annually in sales. In addition to the 10% commission, a registration fee may be charged to participating businesses to cover some overhead costs.

- Edmonton has an adequate volume of tourism business to support such a system. All other major tourist destinations in Alberta have some form of central information and reservation system in place.

- The central information and reservation system could be operated by the private sector and be profitable.

- The central information and reservation system could be a private sector opportunity; however it may require support from the government for some start-up and promotion.

- Most major centres in Canada have a central information and reservation system in place, operated by the private sector or in cooperation with the private sector by the local tourist association. Edmonton is at a disadvantage by not providing this service.

- If promoted properly, the central information and reservation system would create international exposure for Edmonton and provide customer profile information for targeting marketing activities.

- To successfully implement the central information and reservation system requires cooperation and coordination with the entire Edmonton industry and proper capitalization by the private sector with some financial support from government.

Potential Impacts and Constraints:

- A central information and reservation system in Edmonton would help existing and potential visitors to book accommodation and most destination services to fulfill needs and interests. The central information and reservation system staff would sell all of Edmonton not just one particular service.
- The central information and reservation system would also serve to promote attractions, events, tours and other services. Attendance could potentially be increased to Edmonton attractions and events.
- The central information and reservation system would also contribute to the professional image of tourism in Edmonton.
- A potential constraint in using the central information and reservation system would be a lack of cooperation and support among hotels, attractions and services who may be operating with another reservation system or do not understand the benefits of the system.

Capital or Operations Emphasis: Both

Timing for Completion: 1990 or 1991

Possible Responsible Parties to Initiate Implementation:

Private Sector

Edmonton Tourism

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - $250,000 to $400,000

Operating - $250,000 to $300,000

OPPORTUNITY: **Establish landmark and promotional images for Edmonton.**

Description:

Many major cities throughout Canada and the world have a landmark image that comes to mind for most of their target markets. A landmark is a conspicuous and easily recognized man-made or landscape feature in a particular town or city. A landmark in Paris is the Eiffel Tower, in Vancouver a landmark is considered to be the Pan Pacific Hotel and Convention Centre. In St. Louis, it is the Arch. In Spokane, it is Riverfront Park.

What is Edmonton's Landmark image? Edmonton needs to establish a suitable landmark, whether it be a physical structure or image and consistently use it to promote Edmonton. Consistently promoting a landmark image will create visibility and positive awareness, nationally and internationally, of Edmonton. The physical image must also be associated with a promotional theme or image that is consistent and coordinated in use by all industry partners.

Assessment:

- Establishing a consistent landmark or image that is easy to recognize as Edmonton by our target markets would provide a consistent marketing image for Edmonton.
- This opportunity is a long term investment providing a focus for promotion of Edmonton as a tourist destination.
- Landmarks to be considered for Edmonton could be the Hotel Macdonald, Edmonton Convention Centre, Canada Place, West Edmonton Mall (Fantasyland and Waterpark), the River Valley or a Klondike image. All options should be positive in nature and produce positive effects from a tourism promotion point of view.
- A landmark could create a positive image for residents, and existing and potential tourist markets.
- Publicity can be used to obtain positive worldwide recognition.
- The landmark image should be tested with Edmonton's target groups through research before implementation.

Potential Impacts and Constraints:

- Establishing a consistent landmark for Edmonton would increase the marketability of the City.
- A significant and memorable landmark would increase the visibility of Edmonton on a national and international scale and could possibly bring more tourists to the City.

Capital or Operations Emphasis: Both

Timing for Completion: 1994

Possible Responsible Parties to Initiate Implementation:

Edmonton Tourism

Preliminary Order of Magnitude Operating and Capital Cost Estimates:

Capital - To be determined

Operating - Part of overall marketing program

2.4 Summary of Opportunities

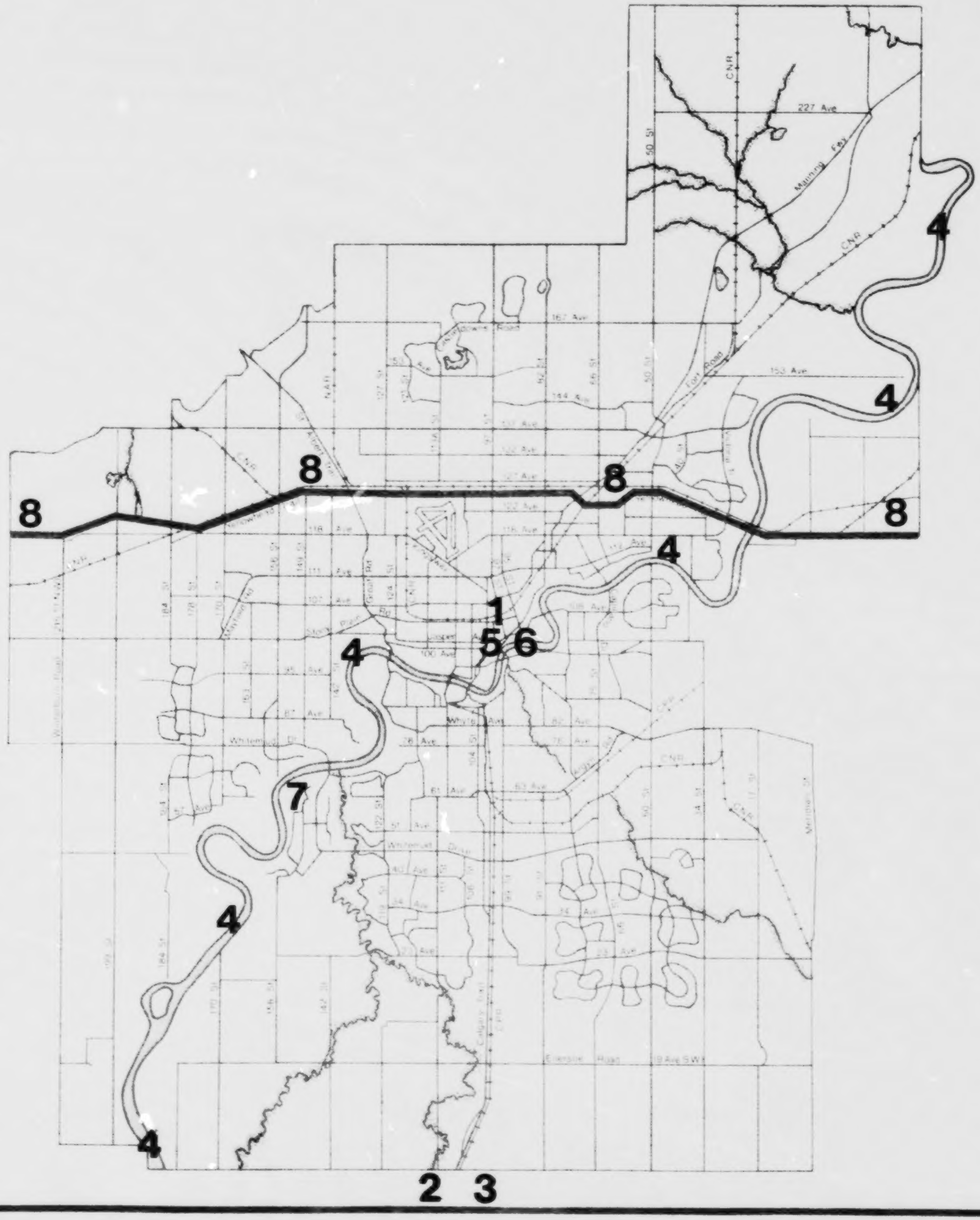
Table 2-3 presents a summary of the 20 selected tourism development opportunities in Edmonton. Map 2 illustrates only those opportunities with a geographical location in the City.

TABLE 2-3
SUMMARY OF SELECTED TOURISM DEVELOPMENT OPPORTUNITIES IN EDMONTON

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	TIMING FOR COMPLETION	POSSIBLE RESPONSIBLE PARTIES	PRELIMINARY ORDER OF MAGNITUDE COST ESTIMATES (1989 DOLLARS)
Attractions				
Enhance Klondike Days in Edmonton to include such things as a permanent Klondike Days image in the City through various tourist oriented operations; develop a Klondike Days Stage Show; package Klondike Days events; establish a permanent historic area in the downtown such as the proposed Mainstreet '98; develop a Klondike Days Village at Edmonton Northlands; and establish year-round Klondike Days hospitality and entertainment.	Both	By 1991 and Ongoing Thereafter	Edmonton Klondike Days Association Industry Groups such as Hoteliers and Tour Operators Edmonton Tourism Edmonton Northlands Sourdough Raft Race Association	Capital - $1 to $5 million Operating - $0.5 to $1.0 million/annum
Develop a Concert Hall in the downtown area.	Capital	1993 - will proceed with construction after funding is in place	Concert Hall Foundation City of Edmonton	Capital - $40 million with a portion allocated to an endowment fund to support operations Operating - Projected breakeven after 2 to 4 years of operation
Establish riverboat excursions on the North Saskatchewan River.	Capital	1990	Private Investors City of Edmonton	Capital - $2.0 to $2.5 million Operating - $1.0 to $2.0 million per annum
Launch the Dinosaur Exhibit World Tour by the Ex Terra Foundation and locate the permanent display in Edmonton after the World Tour.	Both	1991 for Launch 1995 for Permanent Exhibit	Edmonton Tourism City of Edmonton Alberta Culture and Multiculturalism	Capital - $10 to $20 million for permanent exhibit Operation - To be determined
Develop a World Class Oil Interpretive Centre in the Edmonton Region.	Both	1993 to 1996	City of Leduc Oil Industry Province of Alberta	Capital - $30 to $35 million Operating - $3 to $4 million
Accelerate the upgrading and expansion of Fort Edmonton Park.	Capital	1995	Fort Edmonton Management Fort Edmonton Historical Foundation City of Edmonton Province of Alberta	Capital - $25.0 million Operating - Increase required for more effective promotion, better interpretation and more revenue areas.
Develop events which draw national and international visitors such as a 200th Anniversary event for Edmonton in 1995, a Winter World's Fair to celebrate the "Turn of the Century", and 100th anniversary celebrations for the Province of Alberta (2005) and the City of Edmonton (2004).	Both	1995 to 2005	Edmonton Chamber of Commerce Edmonton Tourism City of Edmonton Business Leaders	Capital - Estimates must be prepared for each event to improve or construct new venues. Operating - Estimates must be prepared for the operation and promotion of each event.
Develop and promote the North Saskatchewan River Valley as a major tourist attraction (including better physical access from downtown hotels and the convention centre; outdoor activity packages; and commercial tourist services).	Both	Ongoing	City of Edmonton Attraction Operations in River Valley Province of Alberta	Capital - $10's of millions Operating - several million dollars per annum
Support the development of attractions, resorts and other tourist destination products in central and northern Alberta through the initiatives of the Northern Alberta Mayor's Task Force.	Capital	Ongoing	Edmonton Tourism City of Edmonton Private Investors	Capital - Capital implications for Edmonton need to be determined Operating - Minimal additional cost to Edmonton
Develop Edmonton as the principal gateway for Central and Northern Alberta, the Northwest Territories and the Yukon.	Operations	1991 - 1992	Edmonton Tourism	Capital - Minimal Operating - $100,000 to $200,000

TABLE 2-3
(Continued)

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	TIMING FOR COMPLETION	POSSIBLE RESPONSIBLE PARTIES	PRELIMINARY ORDER OF MAGNITUDE COST ESTIMATES (1989 DOLLARS)
Attractions (Continued)				
Develop industrial tours featuring petrochemical, oil and gas exploration, agricultural and biotechnical industries.	Operations	1992	Tour Operators Owners of Plants with Good Tour Potential Edmonton Tourism	Capital - Minimal in most situations Operating - Cost of guide operations, insurance, overhead and promotions
Develop tourism products which capitalize on the multicultural makeup of Edmonton.	Operations	1994	Ethnic Groups Edmonton Tourism Alberta Culture and Multiculturalism	Capital - To be determined Operating - To be determined
Services				
Redevelop the Hotel Macdonald as a first class business and convention property.	Capital	Mid 1990	CP Hotels and Resorts City of Edmonton	Capital - $20 million Operating - N/A
Develop more full-service campgrounds, services and promotions targeted at campers and recreational vehicle users.	Both	Ongoing	Alberta Tourism Alberta Recreation and Parks Private Operators	Capital - $1 to $2 million per campground Operating - $100,000 to $150,000 per annum
Infrastructure				
Develop Edmonton as a major international air service "hub" with improved service from regional, national, and international markets.	Capital	1995 - 2000	Edmonton Regional Airports Task Force City of Edmonton Transport Canada Edmonton's Travel Industry	Capital - $100's of millions for airport and non-airport development Operating - Not Known
Retention and improvement of rail service from Jasper, Vancouver, Calgary and other regional markets.	Operations	1994	Government of Canada City of Edmonton Private Operators	Capital - To be determined Operating - To be determined
Promotions				
Enhance promotion of the Yellowhead Highway as the "Other" Trans-Canada route, and twin the highway across Canada.	Both	1991 for Twinning Through Alberta	Alberta Transportation and Utilities Yellowhead Highway Association City of Edmonton Communities and Tourist Associations along the highway	Capital - $30 to $35 million per annum to 1991 Operating - $200,000 to $300,000 per year for promotion
Develop packaging, promotions and transportation systems such as joint packaging and promotion initiatives involving attractions, events, and other activities, and encourage the development of tour wholesalers.	Operations	1993	Edmonton Tourism Tour Operators and Wholesalers	Capital - Minimal Operating - Several $100,000
Develop a central information and reservation system for accommodation, tours, events and other services.	Both	1990 or 1991	Private Sector Edmonton Tourism	Capital - $250,000 to $400,000 Operating - $250,000 to $300,000
Establish landmark and promotional images for Edmonton.	Both	1994	Edmonton Tourism	Capital - To be determined Operating - Part of overall marketing program


1
2
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CNR
227 Ave
Manning Fwy
167 Ave
153 Ave
144 Ave
137 Ave
132 Ave
127 Ave
122 Ave
118 Ave
111 Ave
107 Ave
100 Ave
95 Ave
87 Ave
82 Ave
76 Ave
63 Ave
51 Ave
40 Ave
34 Ave
23 Ave
Whyte Ave
Whitemud Dr
Ellerslie Road
9 Ave SW
50 St
Fort Road
Calgary Trail

MAP 2: TOURISM DEVELOPMENT OPPORTUNITIES

LEGEND:

1. DEVELOP A CONCERT HALL
2. DEVELOP AN OIL INDUSTRY INTERPRETIVE CENTRE
3. DEVELOP A MAJOR INTERNATIONAL AIR SERVICE HUB
4. DEVELOP AND PROMOTE THE NORTH SASKATCHEWAN RIVER VALLEY AS A MAJOR TOURIST ATTRACTION
5. DEVELOP THE HOTEL MACDONALD
6. ESTABLISH RIVERBOAT EXCURSIONS
7. UPGRADE/EXPAND FORT EDMONTON PARK
8. ENHANCE PROMOTION OF THE YELLOWHEAD HIGHWAY

TWENTY OPPORTUNITIES ARE IDENTIFIED IN SECTION 2.0 OF THE REPORT. ONLY THE LOCATION OF SPECIFIC OPPORTUNITIES HAS BEEN MAPPED.

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION
AREA STUDY
EDMONTON, ALBERTA

0 3.0 6.0 9.0km

SECTION THREE
TOURISM RESOURCES

SECTION THREE
TOURISM RESOURCES

This section of the report presents an inventory of Edmonton's tourism resources including:

- attractions
- events
- tour operators and tours
- fixed roof accommodation
- food and beverage services
- parks and campgrounds
- outdoor recreation facilities
- secondary recreation facilities
- tourist information centres
- community services
- vehicle services
- transportation facilities and services
- gateways, corridors and linkages
- tourism hospitality and training

3.1 Attractions

Edmonton has established several attractions that have drawn millions of visitors to the city each year. Edmonton's beautiful North Saskatchewan River Valley and ravine system with its many parks provide a magnificent backdrop to these attractions which can be categorized as follows:

- historic;
- visual and performing arts;
- character areas;
- recreation;
- nature, science and education; and
- business and entertainment.

Table 3-1 provides a listing of existing attractions by category in alphabetical order and Table 3-2 shows attendance for major attractions in Edmonton and vicinity for the period 1984 to 1988. Appendix III provides a detailed listing of all attractions in Edmonton and Maps 3, 4 and 5 show the locations of attractions within the city limits, the downtown area and the greater Edmonton region, respectively. For the purpose of this study, major attractions were considered to be those with over 50,000 visitors per annum.

Edmonton is particularly well known for certain attractions. It has an impressive sampling of museums and many live theatre groups and performances to choose from. Edmonton is acknowledged as having Canada's most advanced planetarium, the Space Sciences Centre. In terms of business and entertainment, Edmonton is recognized internationally for having the world's largest shopping centre, West Edmonton Mall. Detailed descriptions of Edmonton's major attractions are provided below by category and in alphabetical order.

3.1.1 Historical

Originally established as a fur trading post in 1795, Edmonton has grown and developed into a modern city. Today, the city has a wealthy historical heritage. Some popular and significant historical attractions are highlighted below.

AGT Vista 33 View Gallery and Museum
AGT Vista 33 and Museum is a telecommunications museum located on the 33rd floor of the AGT Tower in downtown Edmonton. Telecommunication artifacts and exhibits depict how this technology has changed over time.

Alberta Legislature Building
Alberta's Legislature Building is home to the 83 member Legislative Assembly and provides office accommodation for the Premier, Lieutenant Governor and the official opposition. Opened on September 3, 1912, it is located at Government Centre on the original site of the Hudsons Bay Company's Fort Edmonton.

TABLE 3-1
LIST OF TOURISM ATTRACTIONS

EDMONTON:

Historical
Alberta Government House
Alberta Government Telephones VISTA 33 and Museum
Alberta Legislature Building
Alberta Pedway Display
Alberta Pioneer Railway Museum
Canada's Aviation Hall of Fame
Canadian Country Music Hall of Honor
C & E Rail Station
City of Edmonton Archives
Edmonton Police Museum and Archives
Edmonton Public Schools Archives and Museum/McKay Avenue School
Fort Edmonton Park
Gateway Park Oil Interpretive Display
John Walter Museum
Old Strathcona Model and Toy Museum
Provincial Museum of Alberta
Rutherford House
The Edmonton Telephone Historical Information Centre
Ukrainian Cultural Archives and Museum of Alberta
Ukrainian Museum of Canada

Visual and Performing Arts
Alberta Ballet Company
Beaver House Gallery
Catalyst Theatre
Centennial Library Theatre
Chinook Theatre
Citadel Theatre
Edmonton Art Gallery
Edmonton Opera
Edmonton Symphony Orchestra
Gallery Walk
Haar Theatre
Le Theatre Francais D'Edmonton
Mayfair Theatre
Myer Horowitz Theatre
Northern Alberta Jubilee Auditorium
Northern Light Theatre
Phoenix Theatre
Stage West Theatre
Studio Theatre
Theatre Network
Walterdale Playhouse
Workshop West Playwrights' Theatre

TABLE 3-1
LIST OF TOURISM ATTRACTIONS (CONTINUED)

Character Areas
Capital Boulevard (108 Street)
Chinatown
Heritage Trail
Jasper Avenue (Main Street)
Old Strathcona
Rice Howard Way
The Friendly Street (124 Street)

Recreational
Argyll Velodrome
Capital City Recreation Park and the North Saskatchewan River Valley Ravine System
Coronation Lawn Bowling Centre
Kinsmen Sports Centre
Mill Woods Recreation Centre
River Valley Outdoor Centre
Southside Athletic Grounds
Strathcona Shooting Range
Whitemud Drive Amusement Park
Wild Water Waterslide Theme Park

Nature, Science and Education
Edmonton Public Library
Edmonton Space Sciences Centre
Grant McEwan Community College
John Janzen Nature Centre
Muttart Conservatory
Northern Alberta Institute of Technology
University of Alberta

- Cross Cancer Institute
- HUB Mall
- Universiade Pavilion (Butterdome)
- University Farm
- Walter C. McKenzie Health Sciences Centre

Valley Zoo

Business and Entertainment
Boardwalk Market
City Hall
Clarke Stadium
Commonwealth Stadium
Edmonton Convention Centre
Edmonton Northlands

- Agricom
- Coliseum
- Golden Garter
- Race Park
- Sportex

TABLE 3-1
LIST OF TOURISM ATTRACTIONS (CONTINUED)

Business and Entertainment (Continued)
Edmonton Research and Development Park
Great Divide Waterfall
John Ducey Park
Strathcona Square
West Edmonton Mall

EDMONTON REGION:

Historical
Father Lacombe Chapel
Musee Heritage Museum
Multicultural Heritage Centre
Ukrainian Cultural Heritage Village

Recreational
Alberta Fairytale Grounds
Cooking Lake - Blackfoot Recreation, Wildlife and Grazing Area
Elk Island National Park

Nature, Science and Education
Alberta Natural Resources Science Centre
Alberta Wildlife Park
McLeod Creek Farm
Polar Park
Strathcona Archaeological Centre
University of Alberta - Devonian Gardens

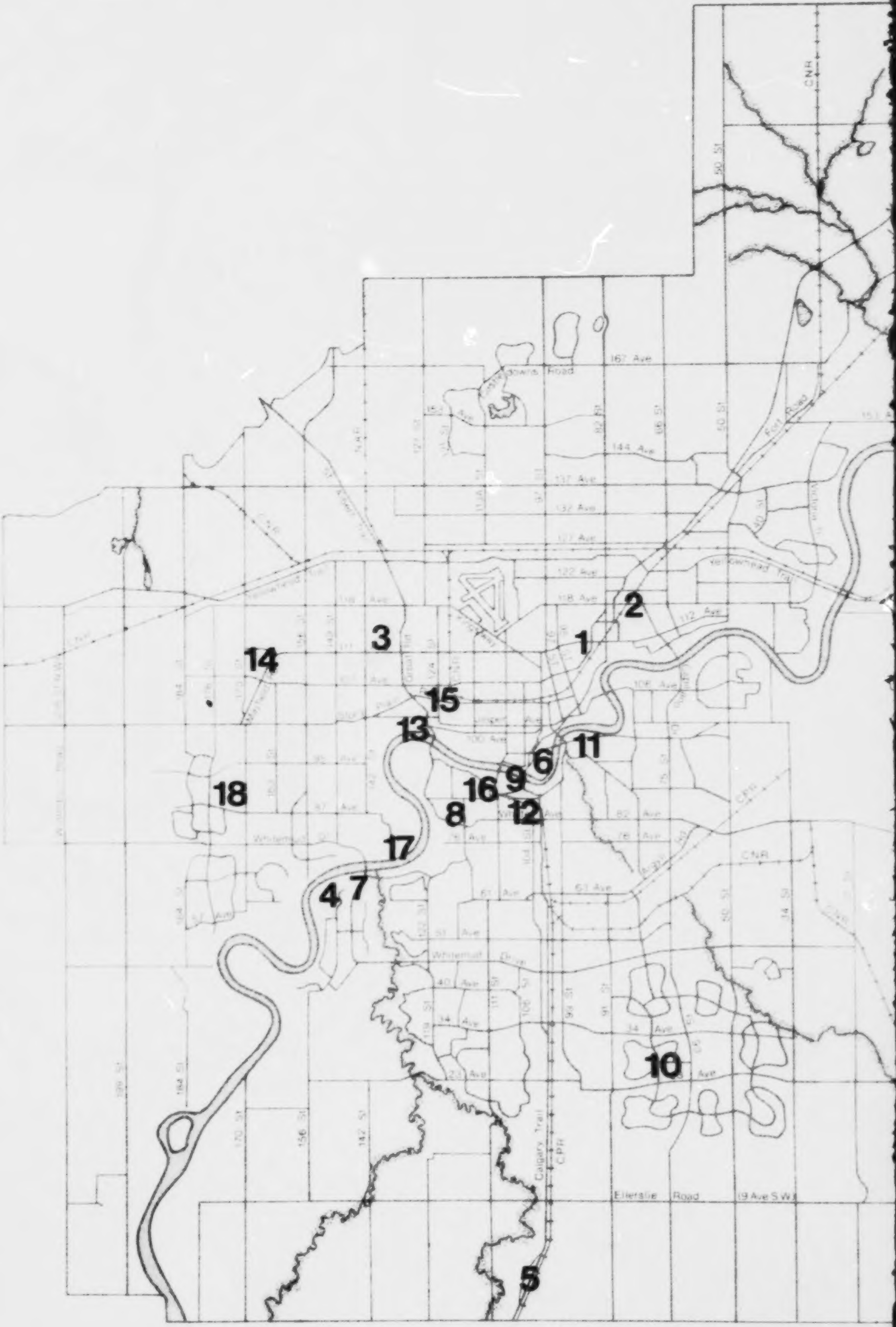
Business and Entertainment
Andrew Wolf Wine Cellars

TABLE 3-2
ATTENDANCE AT MAJOR ATTRACTIONS IN EDMONTON AND VICINITY, 1984-1988 *

EDMONTON:	1984	1985	1986	1987	1988
Historical					
AGT Vista 33 View Gallery and Museum	-	45,000	42,000	40,000	53,537
Alberta Legislature Building	47,950	59,267	62,656	71,729	73,689
Fort Edmonton Park	-	162,000	163,000	175,000	175,311
Gateway Park Oil Interpretive Display	-	-	-	-	97,240
Provincial Museum of Alberta	-	324,187	340,054	299,712	306,322
Rutherford House	-	20,841	21,161	21,951	19,911
Visual and Performing Arts					
Citadel Theatre	195,000e	209,000	226,000	224,000	235,500
Edmonton Art Gallery	-	-	-	-	369,000
Jubilee Auditorium	545,000e	545,000e	545,000e	545,000e	545,000e
Stage West Theatre	107,812	110,574	117,517	-	122,281
Character Areas					
Chinatown	-	-	-	-	-
Jasper Avenue (Main Street)	-	-	-	-	-
Old Strathcona	-	-	-	-	-
Rice Howard Way	-	-	-	-	-
The Friendly Street (124 Street)	-	-	-	-	-
Recreational					
Capital City Recreation Park and the North Saskatchewan River Valley Ravine System	-	-	-	-	-
Kinsmen Fieldhouse & Aquatic Centre	-	-	-	485,000	525,000
Mill Woods Recreation Centre	512,955	575,676	589,522	575,803	592,375
Nature, Science and Education					
Edmonton Space Sciences Centre	400,000	400,000	400,000	400,000	381,872
John Janzen Nature Centre	-	-	77,074	93,930	109,085
Muttart Conservatory	-	-	101,439	110,584	105,377
University of Alberta Attractions	125,013	116,145	140,500	226,700	232,350
Valley Zoo	163,196	173,958	231,497	208,829	223,732
Business and Entertainment					
Boardwalk Market	-	-	-	-	1,140,000
Clarke Stadium	122,784	129,948	131,844	113,924	90,416
Commonwealth Stadium	560,647	489,894	490,894	419,206	400,477
Edmonton Convention Centre	-	-	-	-	407,640
Edmonton Northlands Attractions	3,580,545	3,504,395	3,309,948	3,529,945	3,592,152
John Ducey Park	224,822	228,102	229,112	229,682	243,000
West Edmonton Mall	5,000,000e	5,000,000e	5,000,000e	5,000,000e	5,000,000e
EDMONTON REGION:					
Historical					
Multicultural Heritage Centre	78,000	77,000	79,000	82,000	97,735
Ukrainian Cultural Heritage Village	37,449	71,687	71,687	60,068	74,512
Nature, Science and Education					
Alberta Wildlife Park	-	-	-	-	70,648
Elk Island National Park	393,000	369,000	327,000	340,000	372,000
Polar Park	-	-	-	-	-
Business and Entertainment					
Andrew Wolf Wine Cellars	-	-	-	70,000	80,000

Notes:

- * Major Attractions are those with greater than 50,000 visitors per annum.
- e - estimated figure
- (-) figures not available
- Commonwealth Stadium includes recreation centre and other event attendance
- University of Alberta Attractions including the Myer Horowitz Theatre, Devonian Botanical Gardens, University Farm, Universiade Pavilion. Statistics were not available for the Cross Cancer Institute, Hub Mall or Walter C. McKenzie Health Sciences Centre.
- Edmonton Space Sciences Centre attendance for theatres only.
- Edmonton Northlands Attractions include the Agricom, Coliseum, Golden Garter, Race Park and Sportex.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CNR
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167 Ave
Castle Downs Road
153 Ave
144 Ave
137 Ave
132 Ave
127 Ave
122 Ave
118 Ave
112 Ave
106 Ave
100 Ave
95 Ave
87 Ave
82 Ave
76 Ave
61 Ave
51 Ave
40 Ave
34 Ave
23 Ave
Yellowhead Trail
Fort Road
Whitemud Dr
Whitemud Drive
CPR
Calgary Trail
Ellerslie Road
19 Ave S.W.
184 St
170 St
156 St
142 St
122 St
99 St
91 St
34 St

CNR
227 Ave
Manning Fwy
CNR
153 Ave
Meridian St

MAP 3:
MAJOR ATTRACTIONS*

LEGEND:

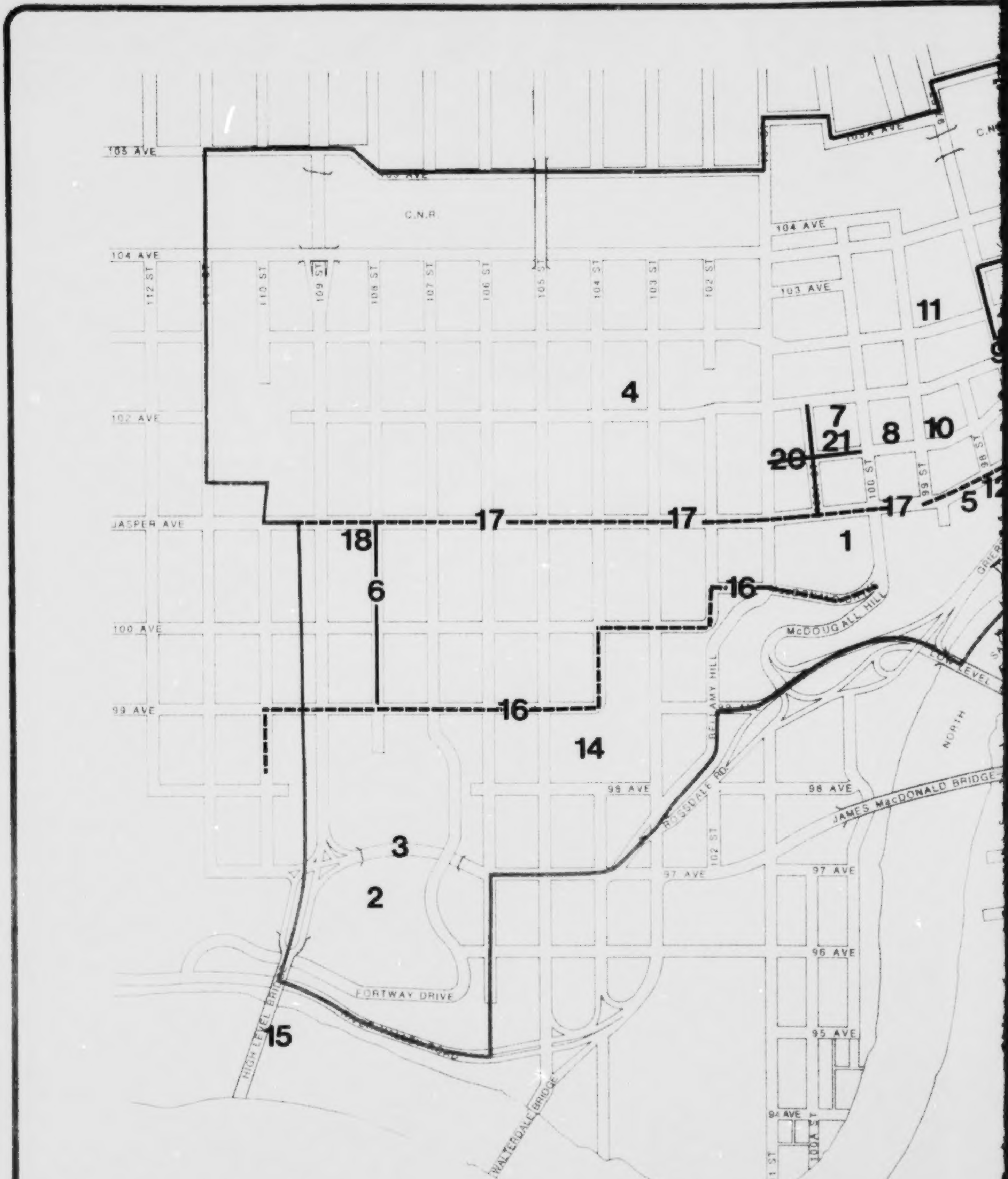
1. COMMONWEALTH AND CLARKE STADIA
2. EDMONTON NORTHLANDS ATTRACTIONS
3. EDMONTON SPACE SCIENCES CENTRE
4. FORT EDMONTON PARK
5. GATEWAY PARK OIL INTERPRETIVE DISPLAY
6. JOHN DUCEY PARK
7. JOHN JANZEN NATURE CENTRE
8. JUBILEE AUDITORIUM
9. KINSMEN SPORTS CENTRE
10. MILL WOODS RECREATION CENTRE
11. MUTTART CONSERVATORY
12. OLD STRATHCONA
13. PROVINCIAL MUSEUM OF ALBERTA
14. STAGE WEST THEATRE
15. THE FRIENDLY STREET - 124 STREET
16. UNIVERSITY OF ALBERTA ATTRACTIONS
17. VALLEY ZOO
18. WEST EDMONTON MALL

* Attractions With Greater Than
50.000 Visitors Per Annum

MAP 4 SHOWS DOWNTOWN ATTRACTIONS

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY EDMONTON, ALBERTA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105A AVE
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102 AVE
JASPER AVE
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103 ST
102 ST
100 ST
99 ST
98 ST
101 ST
100A ST
McDOUGALL HILL
BELLAMY HILL
ROSSDALE RD.
JAMES MacDONALD BRIDGE
LOW LEVEL
NORTH
FORTWAY DRIVE
HIGH LEVEL BRI
WALTERDALE BRIDGE
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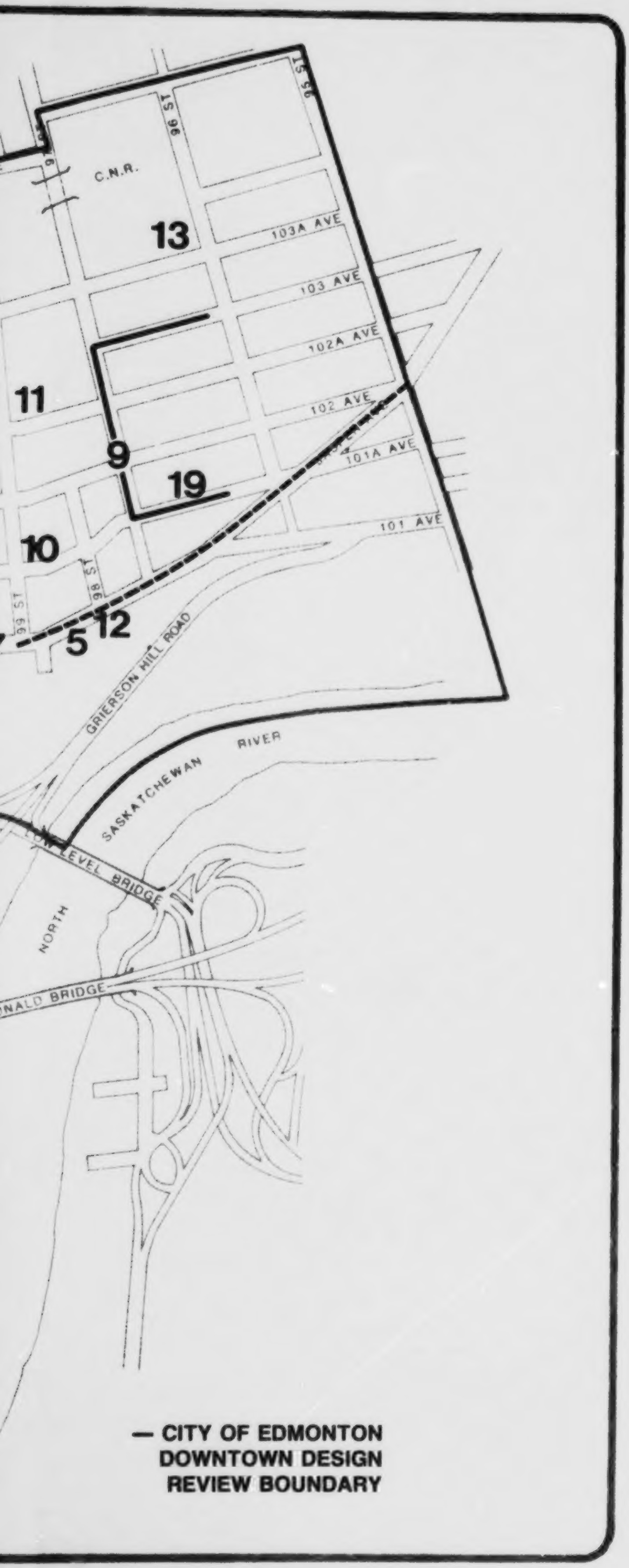


C.N.R.
95 ST
96 ST
13
103A AVE
103 AVE
102A AVE
102 AVE
101A AVE
101 AVE
11
9
19
10
99 ST
98 ST
5
12
GRIERSON HILL ROAD
SASKATCHEWAN
RIVER
LOW LEVEL BRIDGE
NORTH
MACDONALD BRIDGE
— CITY OF EDMONTON
DOWNTOWN DESIGN
REVIEW BOUNDARY

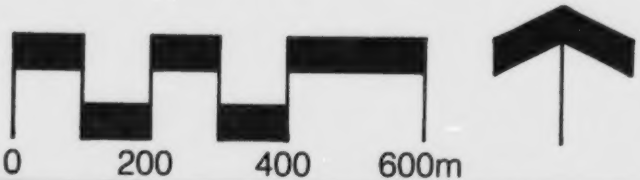
MAP 4: DOWNTOWN ATTRACTIONS

LEGEND:

1. AGT VISTA 33 VIEW GALLERY & MUSEUM
2. ALBERTA LEGISLATURE BUILDING
3. ALBERTA PEDWAY DISPLAY
4. BOARDWALK MARKET
5. CANADA'S AVIATION HALL OF FAME & CANADIAN COUNTRY MUSIC HALL OF HONOUR
6. CAPITAL BOULEVARD (108 ST.)
7. CATALYST THEATRE
8. CENTENNIAL LIBRARY THEATRE
9. CHINATOWN
10. CITADEL THEATRE
11. EDMONTON ART GALLERY
12. EDMONTON CONVENTION CENTRE
13. EDMONTON POLICE MUSEUM & ARCHIVES
14. EDMONTON PUBLIC SCHOOL ARCHIVES & MUSEUM & McKAY AVENUE SCHOOL
15. GREAT DIVIDE WATERFALL
16. HERITAGE TRAIL
17. JASPER AVENUE
18. MAYFAIR THEATRE
19. PHOENIX THEATRE
20. RICE HOWARD WAY
21. WORKSHOP WEST PLAYWRIGHT'S THEATRE

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY EDMONTON, ALBERTA



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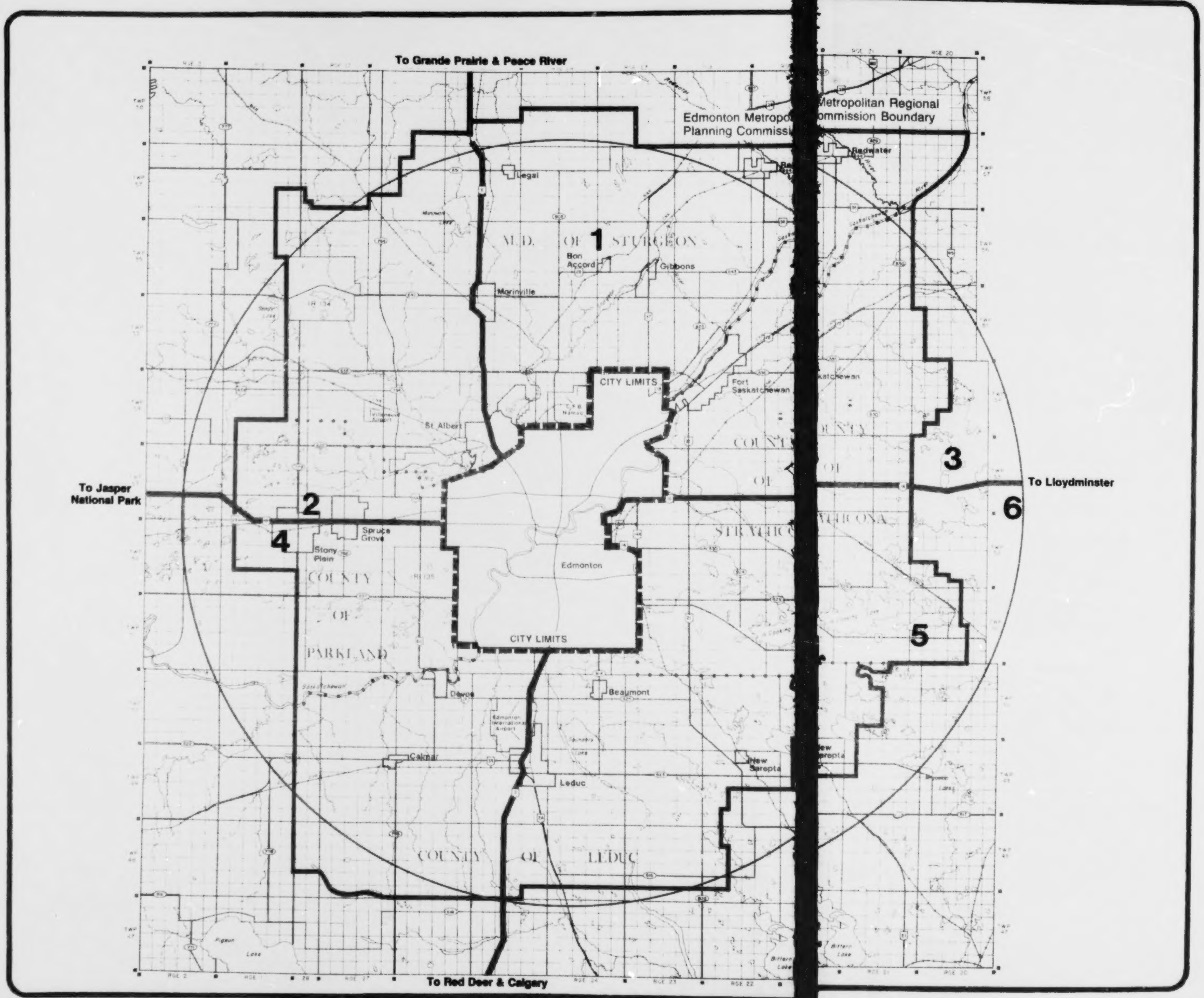

To Grande Prairie & Peace River
Edmonton Metropolitan Regional Planning Commission Boundary
Redwater
Legal
1
M.D. OF STURGEON
Bon Accord
Gibbons
Morinville
CITY LIMITS
Fort Saskatchewan
St. Albert
COUNTY OF STRATHCONA
3
To Lloydminster
6
To Jasper National Park
2
4
Spruce Grove
Stony Plain
Edmonton
COUNTY OF PARKLAND
CITY LIMITS
5
Devon
Beaumont
Edmonton International Airport
Calmar
Leduc
New Sarepta
COUNTY OF LEDUC
Pigeon Lake
Bittern Lake
To Red Deer & Calgary

MAP 5: GREATER EDMONTON REGION - MAJOR ATTRACTIONS*

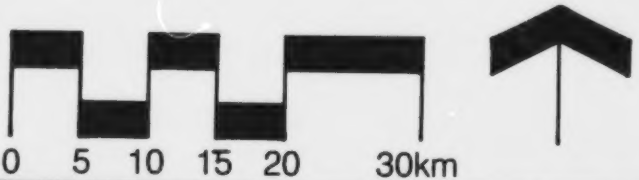
LEGEND:

1. ALBERTA WILDLIFE PARK
2. ANDREW WOLF WINE CELLARS
3. ELK ISLAND NATIONAL PARK
4. MULTICULTURAL HERITAGE CENTRE
5. POLAR PARK
6. UKRAINIAN CULTURAL HERITAGE VILLAGE

* Attractions With Greater Than 50,000 Visitors Per Annum

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY
EDMONTON, ALBERTA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30km

Fort Edmonton Park

Fort Edmonton Park, located on the south bank of the North Saskatchewan River immediately west of the Whitemud Freeway, is a detailed reconstruction of the Fort Edmonton fur trading post. Fascinating periods of Edmonton's early history come alive throughout the park; for example stepping back into a frontier town on 1885 Street, with the blacksmith shop, saloon, general store, and Jasper House Hotel. 1905 Street includes the photography studio and Fire Hall, while the Ukrainian Bookstore is a highlight of 1920 Street. Rides on the train and Edmonton Streetcar No.1 are included in the admission, while nominal fees are charged for popular stagecoach, horse-drawn wagon and pony rides. On Sundays during the summer, there are Farmers' Markets and re-enactments of York Boat launches.

Gateway Park Oil Interpretive Display

The Imperial Leduc No. 1 Oil Derrick was erected as a monument to the pioneers in oil exploration commemorating the oil strike near Leduc, Alberta on February 13, 1947. An oil interpretive display is located in the adjacent Visitor Information Centre. This display depicts one of Alberta's primary industries and is of interest to regional and international visitors.

Provincial Museum of Alberta

For thousands of visitors each year, the Provincial Museum of Alberta offers an opportunity to explore the history of man in this province and experience the panorama of Alberta's natural history. It is a special learning experience that takes the visitor through 40,000 square feet of permanent exhibit space, four galleries and millions of years.

In addition to the permanent galleries, the museum features short-term exhibits of national and international significance, live cultural performances, demonstrations of historic crafts, lectures, films and other special events. The museum bookshop offers a fine selection of books on human and natural history, as well as art prints, postcards, and slides.

Rutherford House
The home of Alberta's first Premier, Dr. Alexander Rutherford, has been restored to its Edwardian era elegance. Inside costumed interpreters re-enact life in 1915 through activities such as baking on the wood stove, historical skits, craft demonstrations, and musical performances. Visitors can take a guided tour through the House or wander on their own. Rutherford House is located on the University campus.

3.1.2 Visual and Performing Arts

For those interested in cultural pursuits, Edmonton has a variety of visual and performing arts attractions to choose from. Visitors with varying theatrical and artistic tastes can always find something of interest in Edmonton. The major attractions are described in this section.

Amateur and Professional Theatres
Edmonton is known for its variety, number and quality of professional and amateur theatre groups.

The Citadel Theatre was founded in 1965 and is the largest live theatre company in Edmonton. The complex houses a number of theatres that provide shows for a variety of audiences including theatre buffs, teens, children, different ethnic groups and those new to the theatre.

Le Theatre Francais D'Edmonton was developed primarily for a French speaking audience. The Theatre Network presents plays exclusively by Western playwrights. The Catalyst Theatre Society presents plays for special audiences by request. These plays usually address social issues. Edmonton has other various live theatre groups such as the Phoenix, Chinook Theatre, Workshop West, Walterdale, Northern Light Theatre, Nexus Theatre, Theatre Network, Stage Polaris, and the Leave It To Jane Theatre.

The Stage West Dinner Theatre at the Mayfield Inn and the Mayfair Dinner Theatre at the Mayfair Hotel feature a play and buffet for audiences. Most productions include well known stars acting in musical and comedy productions.

Edmonton Art Gallery

The Edmonton Art Gallery was built in 1967. It has a permanent collection as well as many rooms for travelling displays. The 2-storey building is also used for teaching and extension work and there is a theatre in the basement that seats 180 people. The Gallery features more than 30 exhibits each year including contemporary and historical art from Canada and around the world.

Jubilee Auditorium

The Jubilee Auditorium was built in the spring of 1957 to honour the 50th anniversary of Alberta (1905 - 1955). It has a reputation as one of the busiest concert halls in western Canada. The Edmonton Symphony Orchestra, Alberta Ballet, Edmonton Opera, World Adventure Tours and other groups offer performances and features at the facility. The large auditorium has theatre seating on three levels for 2,678 people. As well, three resident theatre groups (Northern Light, Phoenix, Workshop West) use the Walter Kaasa Theatre downstairs which has a 250 to 280 bench seating capacity.

3.1.3 Character Areas

Character areas usually consist of older architectural buildings situated along streets of historical or unique civic significance. These areas have been developed or redesigned to appeal to those who enjoy leisurely strolls, interesting sites, and other pedestrian activities (shopping, restaurants).

Chinatown

Chinese immigration to Canada began with the Caribou Gold Rush in 1858 to 1890. After the completion of the Canadian Pacific Railroad in 1885, most of the Chinese railroad workers migrated to the cities and settled in the downtown areas. By 1892, Edmonton's Chinese population of 250 had established a tiny community east of downtown Edmonton. Today, this area has a variety of shops and restaurants operated by people of Chinese descent. Edmonton is home to over 20,000 people of Chinese descent from all parts of Asia.

The Chinatown area has expanded from an area which was concentrated between 96 and 97 Streets and Jasper and 103 Avenues to include a commercial street along 97 Street north of the CN tracks to 107 Avenue. The core of Chinatown is being developed to pay tribute to the heritage of its growing Chinese community. As part of the development, a magnificent gate has been built on 102 Avenue (the Chinese Friendship Gate). The gate spans 23 metres across 102 Avenue and is 12 metres high. It has been designed in a classical style, and was constructed by 17 Chinese artisans. This area also includes a multicultural centre, Chinese Elder Mansion, and a Chinese market. For the future, additional residential developments have been planned. Many Chinese restaurants and shops are located and operated throughout the area.

Jasper Avenue

Jasper Avenue is the main thoroughfare in downtown Edmonton. It is named after Jasper Hawes, an early Edmonton pioneer and fur trader. Originally, Jasper Avenue was a narrow dirt track linking Fort Edmonton (previously located south of the present Legislature Building) to the developing hamlet on 98 Street and Jasper Avenue. Over the years, Jasper Avenue was widened and boardwalks, hotels, and stores were built to the point where Jasper Avenue became the commercial hub of the city.

To this day, Jasper Avenue has remained the city's "main street". Given the prominence of the oil industry, Jasper Avenue has grown dramatically and today includes a multitude of highrise office towers. Today the downtown core is considered to be both the commercial and central business district of the city.

In 1984, an improvement program was introduced for the revitalization of Jasper Avenue from 97 Street to 109 Street including a beautification program for the streetscape, special events and capital developments.

Old Strathcona

Strathcona, located on the south side along Whyte Avenue, was named after Lord Strathcona, Donald Alexander Smith. In 1907, Strathcona was incorporated as a city when the population reached 4,500. In 1912, Strathcona and Edmonton amalgamated and the population grew to 6,000.

Even after amalgamation, Strathcona continued to grow as a distinct area, with Whyte Avenue serving as the centre of commercial development.

Today, Strathcona has remained somewhat distinct from the rest of Edmonton. With the help of the Old Strathcona Foundation, much of Strathcona's historical buildings have been preserved. Over 100 pre-1920 structures have been preserved within a 40 block area from 101 Street to 106 Street and from Saskatchewan Drive south to 80 Avenue.

Rice Howard Way

Rice Howard Way's history dates back to the 1890's. At that time, two thoroughfare intersections were named Rice Avenue (101 A Avenue) and Howard Street (100 A Street). The amalgamation of north and south Edmonton led to the emergence of a numerical street system.

The areas between the Edmonton Centre shopping mall and Jasper Avenue business/retail section had consisted of run down buildings and vacant lots before the development of Rice Howard Way in 1983. Presently, the area is well travelled by pedestrian traffic. Office buildings, sidewalk restaurants and retail stores now characterize the area.

124 Street - "The Friendly Street"

124 Street is currently known for its variety of interesting small shops running from Jasper Avenue to 109 Avenue. Along 102 Avenue west of 124 Street, the Highstreet shopping area has been developed with its unique architectural setting for a variety of boutique shops. 124 Street and the adjacent streets are also known for the art galleries and professional offices located in restored houses. There are plans to further develop this area. Design work is currently in progress and the project is expected to commence in early 1990.

3.1.4 Recreational

Edmonton has recreational opportunities for those interested in watching or participating in various activities. There are indoor and outdoor facilities for spectator sports, group, or individual sports.

Edmonton's major indoor facility and expansive outdoor park system are described below.

Capital City Recreation Park and the North Saskatchewan River Valley and Ravine System

The Capital City Recreation Park system was first developed in 1978. The 34 kilometre (21 mile) hiking, cross-country skiing, and bike trails interconnect with several Edmonton parks which were developed in the North Saskatchewan River Valley area as part of this program/system. Capital City also offers a wide variety of programs, courses, and special events such as performances, historical walks and nature interpretation.

Kinsmen Fieldhouse and Aquatic Centre

The Kinsmen Fieldhouse and Aquatic Centre was built as an anniversary project of the Kinsmen Club. The fieldhouse is capable of hosting a variety of major sporting events and is suitable for concerts and trade shows. Attached to the fieldhouse is the Aquatic Centre. It is designed to host competitive and synchronized swimming, diving and waterpolo events. Numerous national and international events have been held at the Kinsmen Fieldhouse and Aquatic Centre over the years.

Mill Woods Recreation Centre

The Millwoods Recreation Centre has swimming pools, ice arenas, fitness equipment and racquet courts for the visiting public. For added convenience the Centre offers a pro shop, public library, child care centre and cafeteria. The most popular feature of the Millwoods Recreation Centre is the wave pool.

3.1.5 Nature, Science and Education

Especially popular nowadays are nature, science and education attractions for people of all ages. Families, students, and others can partake in a variety of educational or leisurely pursuits. Some attractions have specific programs or areas of interest for certain age groups. Several major attractions in this category will be highlighted in this section.

Edmonton Space Sciences Centre

The Centre features a 23-metre diameter planetarium theatre, an IMAX film theatre, exhibit gallery and cafeteria. It opened on July 1, 1984 and is considered to be the largest astronomical public education centre in Canada.

John Janzen Nature Centre

The John Janzen Nature Centre is located in the river valley near Fort Edmonton Park. It features a drop-in facility with natural history and live animal displays. There are special events for the family and a wide range of nature oriented courses from which to choose.

Muttart Conservatory

The four glass pyramids, located in the city centre's river valley, feature more than 700 species of plants from arid, temperate, and tropical climates. The show pavilion features colourful flowers and themes to complement seasonal and cultural events. It is the most northerly botanical conservatory in North America and its controlled growing environment is unlike any other.

The Muttart Conservatory offers courses to the interested public and has a gift shop and snack bar.

University of Alberta Attractions

As well as being a post-secondary institution and a notable research institution, the University of Alberta also has several interesting attractions for residents and visitors.

Cross Cancer Institute

The cancer research and treatment centre was built in 1968. The 76 bed hospital treats in-patients and out-patients for all types of cancer. As well, educational programs are offered that stress cancer detection and prevention. The institute works closely with the Walter C. McKenzie Health Sciences Centre.

HUB Mall

Built in 1972, the Housing Union Building (HUB) Mall was the longest (288.8 metres or 950 feet) enclosed mall in Canada at that time. The architecture of the complex was adapted from the Galleria Vittorio Emanuele constructed in Milan, Italy in 1867. The lower level consists of classroom facilities for the Faculty of Arts, the International Students organization, a daycare, and parking. The main level is primarily a shopping mall with a variety of shops and services for campus staff, students, and visitors. Three tiers of apartments house about 850 student residences. A pedway system connects HUB Mall to the Humanities and Fine Arts buildings, and the Rutherford Library.

University Farm

Also known as the Edmonton Research Station, the University Farm is involved primarily in farm animal research. The site, located in the vicinity of 115 Street and 60 Avenue, was originally acquired in 1920. The University Farm is currently located on 279 hectares of land.

Tours are provided for the general public in May and June. The farm has four major sections: sheep, swine, poultry and dairy.

Universiade Pavilion

Located on the University of Alberta campus and connected to the Van Vliet Centre, the Universiade Pavilion, commonly known as the Butterdome was built in 1983 as a venue for the Universiade Games. The field house seats approximately 5,200 spectators. The bright yellow structure is now used for conferences, trade shows, local, national, and international sporting events, and convocations. It also serves as a building for classes and seminars conducted by the Physical Education and Recreation Faculty.

Walter C. McKenzie Health Sciences Centre

Walter C. McKenzie was a prominent local surgeon, researcher, educator, and health care administrator. He was also a Dean of the University of Alberta's Faculty of Medicine. The $450 million medical research and patient care services complex, named after the late Edmontonian, was opened in 1982. It is the main treatment facility of the University of Alberta Hospital, as well as a major teaching hospital for the Faculty of Medicine. The facility provides acute inpatient and diagnostic outpatient care, and also acts as a major medical referral centre. Western Canada's first heart transplant took place at the facility in 1985.

Valley Zoo

The Valley Zoo is a zoological garden, displaying approximately 300 animals. Although originally based upon a storybook theme, the Zoo has expanded to include an African veldt, birds of prey exhibit and winter quarters. This latter exhibit allows the zoo to remain open over the winter months. Some exotic species include Asian and African elephants, Peruvian sea lions, white-handed gibbons, and capuchin monkeys.

3.1.6 Business and Entertainment

Edmonton is a dynamic, growing business community. Evidence of the city's success in this area is the emergence, growth, and popularity of some of the city's business and entertainment facilities. The Convention Centre, Edmonton Northlands and West Edmonton Mall offer feature events that attract people from all over the world.

Boardwalk Market

The Boardwalk Market is located downtown. Both the Revillon and Boardwalk office buildings, constructed in the early 1900's, are part of this complex. These buildings have been renovated and are an attractive part of the market which consists of 40 different shops and food outlets.

Clarke Stadium

Until 1978, when the Commonwealth Stadium was completed and in full operation, Clarke Stadium was the home of most major sports events in Edmonton. Now, it serves as a venue for events that attract smaller crowds such as junior football and various non-professional league and championship field sports.

Commonwealth Stadium

The Commonwealth Stadium was built in 1978 for the Commonwealth Games. The 60,000 seat stadium also features racquetball and squash courts, weight room, gymnasium and jogging track. The Commonwealth Stadium is primarily used for hosting the Edmonton Eskimos Football Games.

Edmonton Convention Centre

Opened in 1983, this architectural award-winning Centre is terraced down the banks of the North Saskatchewan River Valley. Scenic views of the surrounding parkland can be enjoyed here. An Edmonton Tourism Visitor Information Centre, Canada's Aviation Hall of Fame, and the Canadian Country Music Hall of Honor are located in the Convention Centre. The Convention Centre hosts many national and international conferences, congresses, consumer and trade shows.

The Edmonton Convention Centre features convention and trade show capacity for 3,500 delegates; seating for 8,000 theatre style; 2,420 seats on risers; on-site kitchen and banquet facilities for 3,500; a column-free exhibit space of 7,400 square metres (82,000 square feet), divisible into three halls; 20 executive style meeting and seminar rooms, ranging in size from 36 to 335 square metres (395 to 3720 square feet); observation patios; and two restaurants.

Edmonton Northlands

Edmonton Northlands provides state of the art facilities and sites for a variety of events including trade shows, sports, exhibitions and entertainment. Each of the venues that comprise Edmonton Northlands is discussed below.

Agricom

The Northlands Agricom is Canada's largest multi-purpose indoor exhibition facility. It is a popular venue for trade shows, major exhibitions, and various sporting and non-sporting events. Numerous concerts and displays are also featured at the Agricom. Four halls (A-D) provide ample space with spaces ranging from approximately 2,000 to 5,000 square feet. Some of the best known events held at the Agricom include Klondike Days concerts with top recording artists, the Gala food and beverage show, the Northlands Farm Fair, and the Edmonton Home and Garden Show.

Coliseum

The Northlands Coliseum, home of the Edmonton Oilers Hockey Club, featured more than 50 home games in 1988. It also hosts concerts, special performances, rodeos, Ice Capades, Truck and Tractor Pull, as well as the Shrine Circus. The Coliseum has a seating capacity of 17,500. During 1987-1988, Northlands Coliseum was booked for 241 day events.

Golden Garter

The Golden Garter was traditionally used during Klondike Days as a casino. In 1988, the casino was moved to the Agricom (Hall A), however the Golden Garter is still used for smaller functions such as banquets, receptions, and small trade shows. The facility can accommodate up to 1,000 people for banquets and 3,000 for trade shows. During the 1987-88 season the facility was booked for 128 day events.

Race Park

Northlands Race Park is the home of thoroughbred and harness racing in Edmonton. Over the past few years more than $50 million per year has been wagered on horse racing at the Park. In addition to regular season racing, the Park has hosted several events including:

- Western Canada Racing Derby;
- Stewart Fraser Memorial Race;
- Northlands Sprint Championship;
- Canadian Derby; and
- Emu racing in recognition of Australia during 1988.

Sportex

The Northlands Sportex is a popular facility for curling, ice hockey, small trade shows, consumer shows, and local community events. During the months of October through March, the Sportex is used for curling and hockey. From April through September, the facility is used for trade shows and banquets. The seating capacity for banquets is about 3,000 people and up to 10,000 for trade shows. In 1987-1988 (October 1 to September 30), the Sportex was booked for 252 day events.

John Ducey Park

John Ducey Park was built in the early 1950's and used primarily for local baseball games. For the past five years it has been home to the Edmonton Trappers, Triple A, Baseball Club. This park will be upgraded over the next year as it will be the main venue for the World Baseball Championship during 1991.

West Edmonton Mall

The mega mall, noted in the Guinness Book of World Records, is officially the world's largest mall covering 5.2 million square feet. The mall was built in three phases: Phase I in 1981, Phase II in 1983, and Phase III in 1985.

With close to 800 shops and services, including 11 major department stores, the mall both entertains and serves customers who visit the mall. Other facilities include 19 movie theatres, 110 food outlets and restaurants, the Fantasyland Night Club, a bingo hall, a chapel, various amusement areas and the Fantasyland Hotel.

Some featured attractions are exotic live animal displays, marine aquariums, and aviaries. West Edmonton Mall's Fantasyland is an indoor amusement park with midway rides and games. The World Water Park is a simulated beach environment with waterslides and a large wave pool. Year round skating and hockey is available for those who use the regulation size Ice Palace rink. Visitors can also experience an undersea environment with exotic sea creatures in the Submarine Ride. There is ample outdoor parking for 20,000 vehicles including a recreational vehicle and trailer day parking facility close by.

3.1.7 Edmonton Regional Attractions

The major attractions in the Edmonton region include:

- Alberta Wildlife Park;
- Andrew Wolf Wine Cellars;
- Elk Island National Park;
- Multicultural Heritage Centre;
- Polar Park; and
- Ukrainian Cultural Heritage Village.

Alberta Wildlife Park is comprised of 174 acres and has Canada's largest collection of African hoofed animals among the 2,500 wild animals and birds on display. It is located 22 kilometres north of Edmonton on Highway 28.

Andrew Wolf Wine Cellars is located in Stony Plain. It is a castle-like building where 100 year old oak vats are on display. The facility features wine tasting tours and old fashioned bottling.

Elk Island National Park was established in 1907 as Canada's first federal wildlife sanctuary. The park is open year-round with a variety of visitor facilities including campground, snack bar, golf course, information centre and Ukrainian House. It is located 34 kilometres east of Edmonton on Highway 16.

The Multicultural Heritage Centre is a historical attraction that honours Alberta's early pioneers. It is located in Stony Plain immediately west of Edmonton. It is comprised of a settler's cabin, homesteader's kitchen, handicraft store, golden age gallery and Oppertshauser House.

Polar Park was established by Al Oeming and is home to over 1,000 animals, with a special emphasis on cold climate species. Hay rides, camel rides, a concession and souvenirs are available at the Park. It is located in the County of Strathcona.

The Ukrainian Cultural Heritage Village is an historical attraction located about 50 kilometres east of Edmonton on Highway 16. It provides the story of immigration movement from the Ukraine and the settlement of east Central Alberta. Historic buildings, wood stoves, wagon rides and a village acting troupe are interesting elements of the village.

3.1.8 Proposed Attractions

Over the next few years several new attractions will be designed and developed. These include:

- City Hall
- Concert Hall
- Timms Collections Centre

Construction of Edmonton's new City Hall is scheduled to begin in March 1990. The building concept was developed to incorporate a legislative building style. It will be covered in Manitoba tyndal stone with two pyramid roofs made of reflecting glass. Both pyramids will be lit at night to provide a "Northern Lights" effect. A large reflecting pool will be positioned out front and function as a skating rink during the winter months.

The Edmonton Concert Hall Foundation was formed to fund and manage the development of a new concert hall. Construction is expected to commence in four to five years. Using traditional concert hall design, it will be built to achieve acoustic excellence.

The Timms Collections Centre will replace the current Ring House Gallery located at the University of Alberta. It will serve as a teaching and research centre, and feature art collections, artifacts of clothing and textiles, archive material and ethnographic artifacts. The centre is scheduled to open in 1992.

3.2 Events

> "An event is a transitory man-made occurrence, celebration or activity of considerable interest and notability that is held on a one-time only or regular basis (weekly, monthly, annually). Examples include rodeos, baseball tournaments and festivals. An event can also be a convention or trade show where people meet for business, education or pleasure. It can be of international, national, provincial or local significance depending on the markets that are attracted."

Events in and around Edmonton are becoming increasingly popular with the mass population. All of the major events in Edmonton can be broken down into the following categories:

- conventions and consumer/trade shows
- festivals
- sports
- business and entertainment

These events are listed by category in alphabetical order in Table 3-3. Each category and major events for that category will be discussed below. Attendance trends for the major events are presented in Table 3-4. Appendix IV provides a listing and summary of events held in Edmonton and Map 6 depicts primary venues for major events. Map 7 shows primary venues used for events in the downtown core. For the purpose of this study, a major event is that which attracts 30,000 or more visitors.

3.2.1 Conventions and Consumer/Trade Shows

Most conventions and consumer/trade shows in Edmonton occur at the Edmonton Convention Centre, Edmonton Northlands and various hotels. Conventions and consumer/trade shows attract large groups of tourists to Edmonton. Edmonton Tourism's statistics for out of town conventions and trade show attendees over the past four years are as follows:

Year	Attendees
1988	138,490
1987	108,498
1986	109,944
1985	105,325

TABLE 3-3
LISTING OF TOURISM EVENTS

EDMONTON:

Convention and Consumer/Trade Shows

Alberta Gift Show

Cameo Craft Show

Edmonton Boat & Sportsmens' Show

Edmonton Home & Garden Show

Edmonton Home Show

Edmonton International Auto Show

Gala - The Ultimate Food and Beverage Experience

Northlands Farm Fair

Northlands Western

Travel Show

Festivals

Canada Day Celebrations

Edmonton Folk Music Festival

Edmonton Heritage Festival

Edmonton International Children's Festival

Edmonton Klondike Days

Edmonton Klondike Days Exposition

Edmonton Teen Festival of the Arts

Festival of Trees

First Night Festival

Jazz City International Festival

Summerfest: Edmonton Street Performers Festival

The Fringe Theatre Event

The Works: A Visual Arts Celebration

Sports

Canadian Derby - Thoroughbred Racing

Canadian Finals Rodeo

Edmonton Brick Men's Soccer Club

Edmonton Eskimo Football Club

Edmonton Oilers Hockey Club

Edmonton Trappers Baseball Club

Northlands Harness Racing

Northlands Thoroughbred Racing

Superodeo

Business and Entertainment

Caribbean Party

Ice Capades

Oktoberfest Party

Shrine Circus

EDMONTON REGION:

Sports

Leduc Black Gold Rodeo

Namao International Air Show

Rainmaker Rodeo

TABLE 3-4

EVENT ATTENDANCE TRENDS

EDMONTON:

	1984	1985	1986	1987	1988
SPORTS					
Canadian Derby (o)	-	8,692	8,324	7,723	8,462
Canadian Finals Rodeo (i)	-	43,162	43,828	45,405	48,841
Edmonton Brick Men's Soccer Club (o)	-	-	-	44,200	49,400
Edmonton Eskimo Football Club (o)	-	-	-	379,933	304,000
Edmonton Oilers Hockey Team (i)	680,000	680,000	680,000	680,000	680,000
Edmonton Trappers Baseball Club (o)	224,822	228,102	229,112	229,682	243,000
Northlands Harness Racing (o)	321,997	326,347	304,796	318,429	315,057
Northlands Thoroughbred Racing (o)	416,195	374,976	395,777	349,272	340,720
Northlands Western - Superodeo (i)*	-	27,784	20,406	12,989	13,214
FESTIVALS					
Canada Day Celebration (o)	-	-	-	-	40,000
Festival of Trees (i)	-	-	-	-	35,670
First Night Festival	-	-	-	-	13,000
Folk Music Festival (o)	11,000	15,000	20,000	22,000	22,500
Heritage Festival (o)	330,750	350,000	380,000	207,000	340,000
International Childrens Festival (o)	-	-	-	-	87,452
Jazz City (i/o)	22,000	22,000	85,000	110,000	115,000
Klondike Days (o)	750,000	800,000	700,000	750,000	750,000
Klondike Days Exposition (o)	609,321	615,846	586,102	650,673	718,380
Summerfest (o)	-	78,000	80,000	85,000	100,000
Teen Festival (i)	-	-	-	-	15,552
The Fringe Theatre Event (o/i)	31,000	66,000	119,000	170,000	175,000
The Works (i/o)	-	-	101,000	115,000	218,620
ENTERTAINMENT					
Caribbean Party (i)	-	-	-	-	3,200
Ice Capades (i)	-	-	-	-	45,000
Oktoberfest (i)	-	-	-	-	3,000
Shrine Circus (i)	-	-	-	-	52,000
CONSUMER AND TRADE SHOWS					
Alberta Gift Show (i)	-	-	-	-	26,000
Cameo Craft Show (i)	-	-	-	-	52,000
Edmonton Boat and Sportsmens' Show (i)	-	-	-	-	36,000
Edmonton Home and Garden Show (i)	-	-	-	-	42,000
Edmonton Home Show (i)	24,800	27,300	30,000	33,000	36,000
Edmonton International Auto Show (i)	-	-	-	-	38,000
Gala (i)	-	-	-	35,000	38,000
Northlands Farm Fair (i)	-	-	-	-	40,000
Northlands Western - Trade Shows (i)*	-	-	-	-	27,088
Travel Show (i)	-	-	12,000	15,000	10,000

EDMONTON REGION:

	1984	1985	1986	1987	1988
SPORTS					
Leduc Black Gold Rodeo (o)	-	-	-	-	24,000
Namao International Air Show (o)	120,000	-	170,000	-	180,000
Rainmaker Rodeo (o)	-	-	-	-	12,000

Legend:
o = outdoor
i = indoor
* = components of another event

From 1987 to 1988 there was an increase of 28% in conference and consumer/trade show attendees. Over the past four years, not only have the number of attendees consistently increased but the revenues generated have also increased. The convention and trade show market is discussed in detail in Section 7.0. Well attended consumer trade shows include:

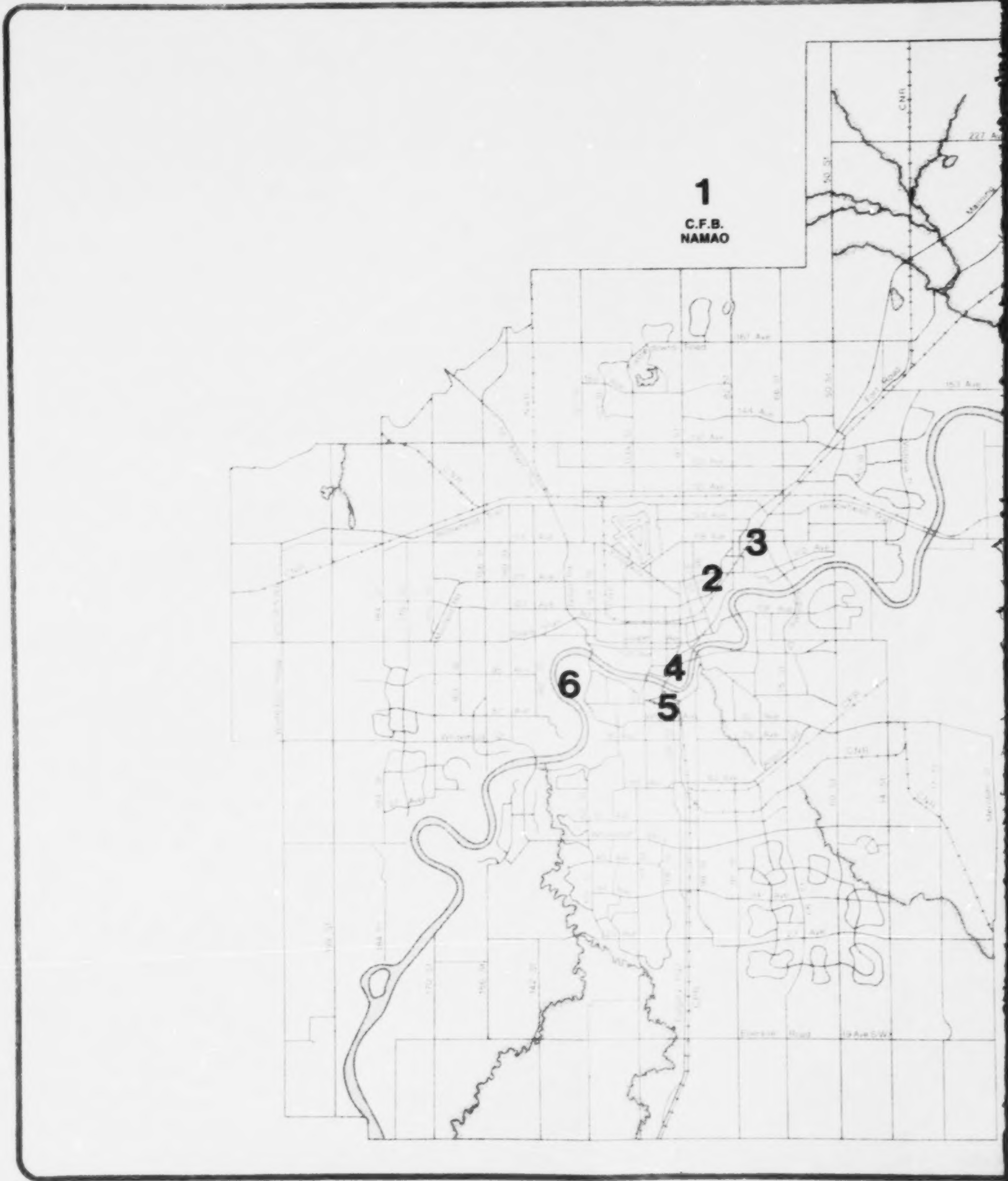
- Cameo Craft Show;
- Edmonton Boat and Sportsmen's Show;
- Edmonton Home and Garden Show;
- Edmonton Home Show;
- Edmonton International Auto Show;
- Gala - The Ultimate Food and Beverage Experience; and
- Northlands Farm Fair.

3.2.2 Festivals

Edmonton is nationally and internationally known as Canada's Festival City. This label comes after many years of supporting and encouraging festival committees in Edmonton. Throughout the year, Edmonton hosts at least thirteen festivals.

All except two of the festivals are held in the summer. In 1988, a market study was conducted through a comprehensive interview program that included 4,426 randomly selected respondents attending these festivals. The purpose of the study was to determine the demographic and market characteristics of festival attendees. The study found:

- the average age of respondents was 34 years;
- the respondents to be higher income, professional and managerial types;
- a higher proportion of single people as compared to the overall Edmonton population;
- most people attended the festival in question alone, or in groups of two;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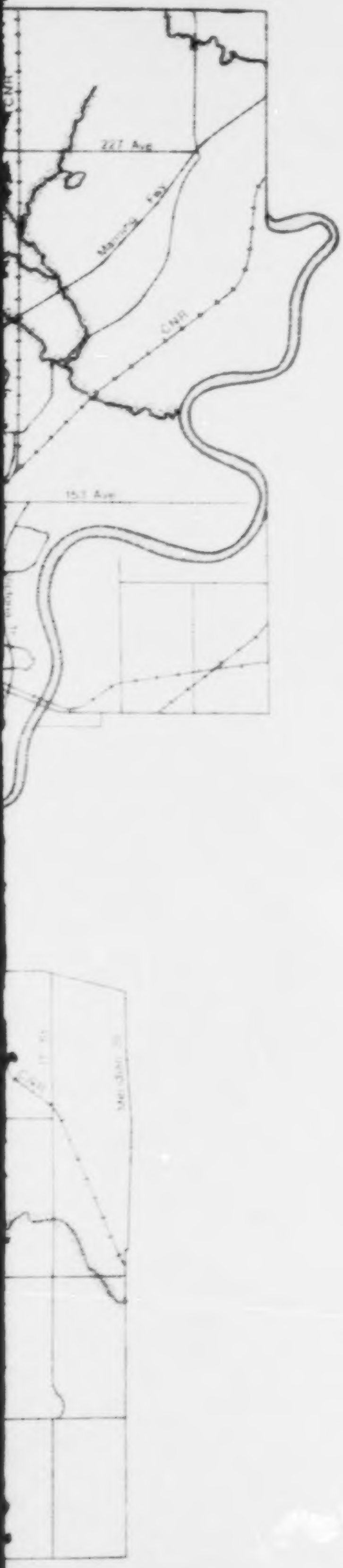


MAP 6: PRIMARY VENUES FOR MAJOR EVENTS*

LEGEND:

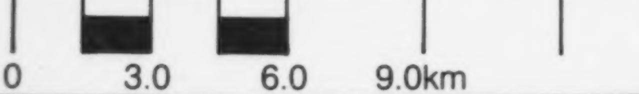
1. CANADIAN FORCES BASE
   - Namao International Airshow
2. COMMONWEALTH STADIUM
   - Edmonton Brick Men Soccer
   - Edmonton Eskimos Football
3. EDMONTON NORTHLANDS
   - Canadian Finals Rodeo
   - Edmonton Boat and Sportsmen Show
   - Edmonton Home and Garden Show
   - Edmonton Home Show
   - Edmonton International Auto Show
   - Edmonton Klondike Days Exposition
   - Edmonton Oilers Hockey
   - Edmonton Shrine Circus
   - Gala. The Ultimate Food & Beverage Experience
   - Ice Capades
   - Northlands Farm Fair
   - Northlands Thoroughbred/Harness Racing
4. JOHN DUCEY PARK
   - Edmonton Trappers Baseball
5. OLD STRATHCONA
   - Fringe Theatre Event
   - Jazz City International Event
6. WILLIAM HAWRELAK PARK
   - Edmonton Heritage Festival
   - Edmonton Klondike Days

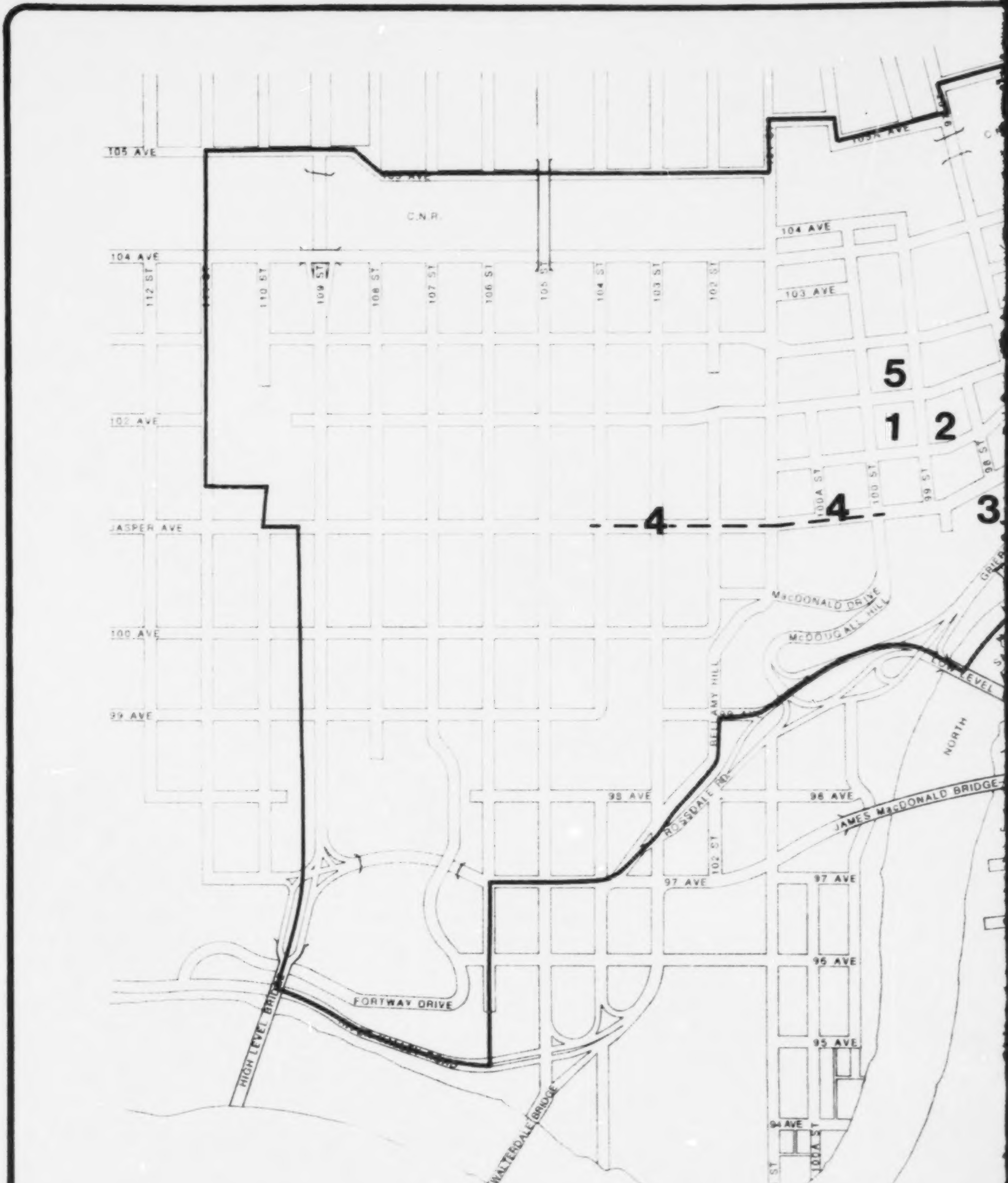
* Events With Over 30,000 Attendees

MAP 7 SHOWS DOWNTOWN VENUES

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY EDMONTON, ALBERTA

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MacDONALD DRIVE
McDOUGALL HILL
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LOW LEVEL
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BELLAMY HILL
NORTH
98 AVE
98 AVE
ROSSDALE RD
JAMES MacDONALD BRIDGE
102 ST
97 AVE
97 AVE
95 AVE
95 AVE
FORTWAY DRIVE
HIGH LEVEL BRIDGE
WALTERDALE BRIDGE
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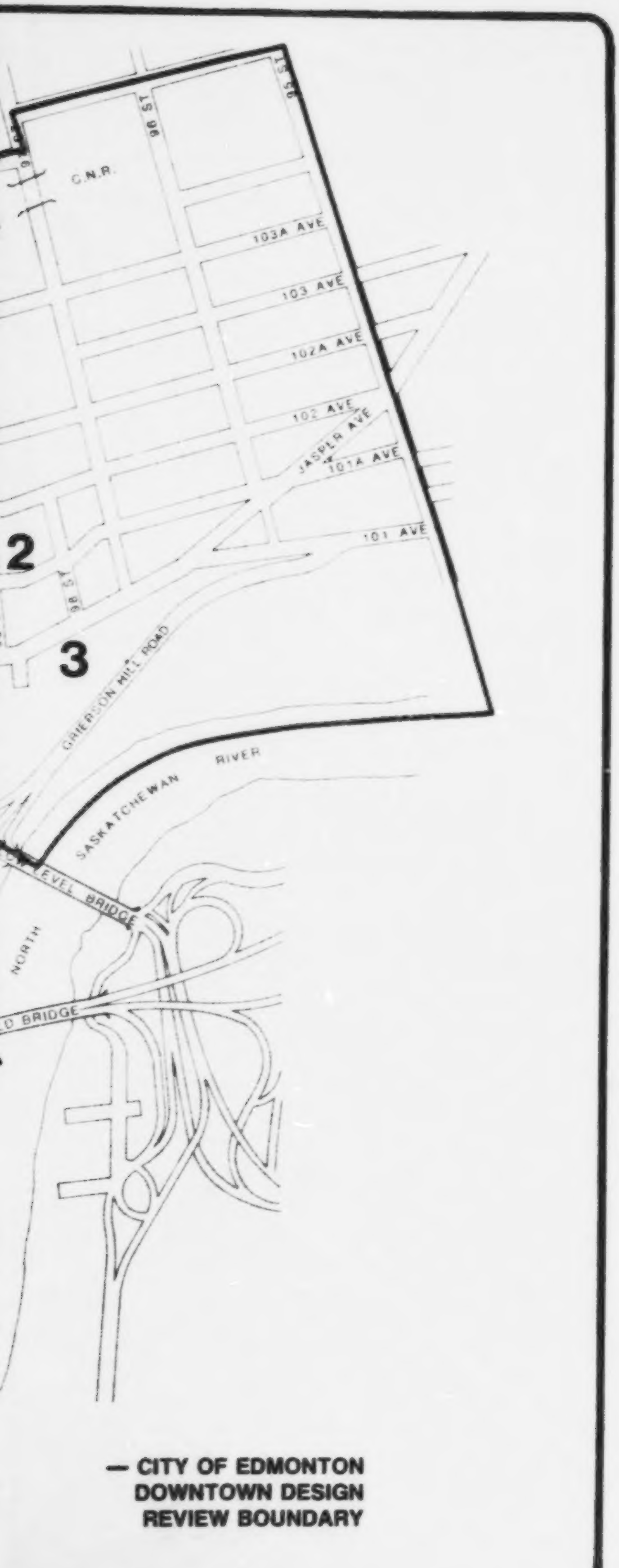
101 ST
100A ST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3
GRIERSON HILL ROAD
SASKATCHEWAN RIVER
LEVEL BRIDGE
NORTH
BRIDGE
— CITY OF EDMONTON DOWNTOWN DESIGN REVIEW BOUNDARY

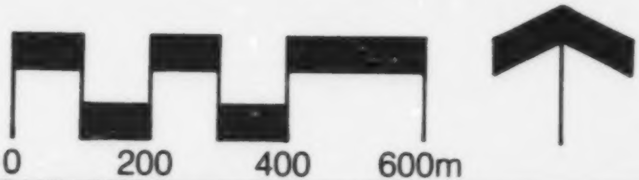
MAP 7: DOWNTOWN - PRIMARY VENUES FOR EVENTS

LEGEND:

1. CENTENNIAL LIBRARY PLAZA
   - Edmonton International Children's Festival
   - Edmonton Teen Festival of the Arts
   - Jazz City International Festival
2. CITADEL THEATRE
   - Edmonton International Children's Festival
   - Edmonton Teen Festival of the Arts
3. EDMONTON CONVENTION CENTRE
   - Cameo Craft Show
   - Canada Day Celebrations
   - Caribbean Party
   - Festival of Trees
   - Octoberfest Party
4. JASPER AVENUE
   - Edmonton Klondike Days
5. SIR WINSTON CHURCHILL SQUARE
   - Edmonton International Children's Festival
   - Edmonton Klondike Days
   - Jazz City International Festival
   - Summerfest, Edmonton Street Performer's Festival
   - The Works: A Visual Arts Celebration

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY EDMONTON, ALBERTA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- most attendees (79%) were from the City of Edmonton, 15% were from other places in Alberta, 4% from other Canadian provinces and 2% from the United States;
- non-residents usually visited at least two other attractions while visiting Edmonton;
- on average, most respondents attended three summer festivals;
- almost 25% of Edmonton residents who considered leaving Edmonton during a weekend, changed their plans to attend a festival;
- 95% of the respondents said Edmonton should promote summer festivals to encourage tourism in the city; and
- the overall economic impact of the seven festivals was estimated to be $45 million.

Each of these seven festivals are identified and discussed below.

Edmonton Folk Music Festival

The Edmonton Folk Festival features various country, bluegrass and stringband music for one weekend at the beginning of August. The event takes place outdoors at Gallagher Park. Attendance to the Folk Music Festival has increased every year. In 1988 the event organizers reported attendance to be 22,500.

Edmonton Heritage Festival

Heritage Festival is one of Canada's largest celebrations of our multicultural heritage. This family event features over forty outdoor ethnic pavilions that feature non-stop international singing, dancing, arts and crafts displays, demonstrations, costumes and cuisine samples. In 1988, 340,000 people attended the Heritage Festival. Overall, this festival's attendance has remained relatively stable over the past five years.

Edmonton Klondike Days

Klondike Days is Edmonton's oldest and most famous festival. The City's earlier days as a frontier community and gateway to the Yukon set the stage for this city wide party, now in its 28th year.

Accordingly, the theme of the Gold Rush and Pioneer Days is used extensively throughout the ten day event in July. The attendance to Edmonton Klondike Days events has been fairly stable over the past five years, and in 1988 the attendance was recorded at 750,000. In addition, attendance at the Klondike Days Exposition on the Northlands grounds reached a record 718,380 in 1988.

Jazz City International Festival

Jazz City International Festival features ten days of top jazz concerts, workshops, club shows and free outdoor events for the entire family mainly in downtown Edmonton during July. There are approximately 40 free outdoor shows plus shows at cabarets, clubs and concert halls. In 1988, the Jazz City International Festival attracted 115,000 attendees. This festival has shown a tremendous increase over the past five years and this trend will continue into the future. This festival features some of Canada's best jazz musicians and some international stars.

Summerfest: Edmonton Street Performers Festival

In the month of July, downtown Edmonton has nine days of free performances by 30 internationally known street acts including magicians, clowns, jugglers, mime artists, musicians and comics. Summerfest provides entertainment for all ages. Attendance to this event has steadily increased since 1985. The attendance to Summerfest in 1988 was 100,000.

The Fringe Theatre Event

The Fringe Theatre Event takes place in Edmonton's Historic Old Strathcona area in August. This nine day event includes more than 750 performances of 150 productions in 14 theatres. Theatres are located in parks and on the streets. Artists come from all over the world to participate in new plays, old plays, music, mime and street entertainment. Attendance to this event has increased steadily over the past five years. In 1988, 175,000 people attended the Fringe.

The Works: A Visual Arts Celebration

This event runs in conjunction with Jazz City at the beginning of July and includes more than 25 venues that bring together artists and artisans of all sorts as well as exhibitions on downtown streets, in building foyers, downtown parks and art galleries. The festival's first year was 1986 and since then it has shown increased attendance. In 1988 the attendance was 218,620.

Festivals occurring at other times of the year include the:

- Canada Day Celebrations;
- Festival of Trees;
- First Night Festival;
- International Children's Festival; and
- Edmonton Teen Festival of the Arts.

Approximately 35 different programs comprise the Canada Day Celebration. The day is finished with gala fireworks at the Convention Centre.

The Festival of Trees event has been held for four years during the Christmas season and includes a display of designer decorator trees and crafts. The grand finale of this event includes a gala party, by invitation only, where the trees are auctioned.

The Edmonton International Children's Festival focuses on young children. It began in 1982 and has increased in popularity over the years. More recently, the Teen Festival began featuring plays for teens that are produced and acted by teens.

Without a doubt, Edmonton's festivals have shown the largest support from the general population. Over the past five years many festivals have increased their attendance by over 100%. As these festivals become more internationally known, tourists will come from farther abroad to attend.

3.2.3 Sports

Edmonton has long been regarded as a sport's town. The City has hosted many major sporting events such as the Commonwealth Games, Universiade Games and a variety of national sport championships. Due to the success of local sport teams, the City adopted the phrase "City of Champions" in 1988 for use in promotional materials and on billboards. The City has earned its reputation through achievements in both amateur and professional sport. The most highly publicized and recognized events include professional sport teams, horse racing and rodeos.

Professional sport teams include the Edmonton Eskimos, Oilers, Trappers and Brick Men.

Edmonton Eskimo Football Club

The Edmonton Eskimo Football Club has been a member of the Canadian Football League for 40 years. Over this period, they have won the Grey Cup ten times. The Club plays ten home games per year at the Commonwealth Stadium. Attendance has been declining in recent years. 1988 attendance at the home games was 304,000, down 20% from the previous year.

Edmonton Oilers Hockey Club

The Oilers Hockey Club has been a member of the National Hockey League for ten years. Over the last five years this club has won four Stanley Cup Championships. Attendance has been steady since the team began playing at the Edmonton Coliseum with attendance of 680,000 per annum.

Edmonton Trappers Baseball Club

The Edmonton Trappers Baseball Club is a professional baseball team. They play throughout the summer season at John Ducey Park. Attendance has increased steadily since 1984. During 1988, 243,000 people attended Trapper home games.

Edmonton Brick Men's Soccer Club

Edmonton Brick Men's Soccer Club was formed in 1987 and has played in the Western Soccer League since that time. The team practises and plays at Clarke Stadium. They average 13 home games annually. Approximately 50,000 people attended home games during 1988.

Horse Racing

Edmonton Northlands offers thoroughbred and harness racing throughout the spring, summer and fall months. This sport has always drawn a large crowd that enjoys risk and excitement.

Originally, the Western Canada Racing Association brought thoroughbred racing to Edmonton. In 1976 the Edmonton Exhibition and Calgary Stampede organizations formed the racing divisions for Alberta. In 1988, attendance totalled 340,725. In this sport, there appears to be a trend toward decreased attendance and higher average money bet per person.

Harness racing commenced in 1961. The total number of people attending this event during 1988 was 315,057.

The Canadian Derby has been held in Edmonton since 1957. In addition to the Derby, events such as the Derby Breakfast, cocktail parties and press receptions also occur. Most people that attend this event are Edmonton horse racing fans and those affiliated with the sport. 1988 attendance for the Derby was 8,462 people.

International Air Show

The Namao International Air Show is run biennially by the Canadian Air Forces Base. It involves a military and civilian aircraft display on the ground and in the air. It is an event for the entire family and includes the Snowbirds and civilian performers such as Rayban Gold. Approximately 150 airplanes are displayed on the ground and groups of planes fly set courses for the viewing public.

Rodeos

Several rodeos are promoted and organized in Edmonton annually. The largest of these is the Canadian Finals Rodeo where the top ten cowboys in each event compete for national titles. Attendance for this event during 1988 was 48,841. The Leduc Black Gold Rodeo is a popular event celebrating its 20th anniversary in 1989, with the professional component of this event in its fourth year. Attendance in 1988 was 24,000. As part of the Northlands Western, the Superodeo attracts a significant number of spectators for several performances. During 1988 there were five performances and 13,212 attendees. During 1989, performances dropped to four and attendance declined accordingly to 12,156. The Rainmaker Rodeo started 27 years ago in St. Albert to celebrate the City's birthday. During this period spectators are entertained by grandstand shows, mud bog events for trucks, the amusement park and chuckwagon/chariot races. Attendance during 1988 was 12,000.

Overall, attendance to most sporting events has remained stable over the past five years. This is largely due to the fact that most events are conducted inside man-made structures with fixed seating capacity.

3.2.4 Business and Entertainment

Edmonton hosts many business and entertainment events. The events are generally sponsored by service clubs or professional organizations and open to the general public. Several of these include:

- Caribbean Party
- Shrine Circus
- Ice Capades
- Oktoberfest Party

The Caribbean Party is a one evening event held in February at the Edmonton Convention Centre. It offers authentic Caribbean music, and food and beverage. Due to it's increasing popularity this event may be extended to two evenings.

The Shrine Circus and Ice Capades are held at Edmonton Northlands. Both events attract large crowds and performances appeal to all ages. While the Edmonton Shrine Club is responsible for organizing and promoting the Shrine Circus, Ice Capades Inc. represents a professional team of skaters that entertain the audience with their ice skating talent and choreographed routines.

The Oktoberfest Party has been held at the Edmonton Convention Centre for six consecutive years. Attendees enjoy a traditional German dinner, music and dancing.

3.2.5 Other Events

In addition to those events discussed above, there are numerous other informal and formal events that take place in and around Edmonton throughout the year. Such events include country fairs, craft shows, sporting events and so on. Also included in this category are proposed events.

In terms of proposed major events, plans are presently underway to stage a world winter exposition in Edmonton during the year 2000. The idea centres around bringing the biennial "Winter City Conference" back to its origin in the year 2000. Organizers hope that Edmonton will earn the title "The Capital of Winter" by then. They plan on developing demonstration projects for the community of the future and building a world class research centre on northern living. This project is intended to put Edmonton on the map in terms of understanding cold weather and its implications.

There are always new events being introduced each year. For example, in 1989, "Prime Time for Seniors" event ran June 8, 9 and 10 for the 50 years plus audience. Exhibits were aimed at the seniors lifestyle and included luxury travel, financial investments, health care, employment opportunities, housing alternatives and retirement planning.

3.3 Tours Operators and Tours

A number of North American and international tour operators include Edmonton on their Canadian tour itineraries. Edmonton is both a destination and a stopover for tours enroute to other destinations.

Tour operations are a significant part of the tourism industry in Alberta. Alberta is becoming a most popular tourist destination region with primary target markets originating from other provinces in Canada and the United States. While tour industry growth has been significant, there appears to be unlimited growth potential for the future.

Tour operators and tours have been categorized for the purpose of this report as follows:

- North American tour operators travelling to Edmonton;
- U.S. tour operators offering tours to Canada;
- International tour operators that buy tours across Canada and to Alberta;
- Canadian tour operators that sell tours across Canada and to Alberta;
- Tour operators based in Alberta; and
- National Tour Association (NTA) Motorcoach group tours.

Each of the foregoing is discussed below.

3.3.1 North American Tour Operators Travelling to Edmonton

Of the North American tours that spend time in Edmonton, about 104 operators are located in Canada, while 191 are US-based (Source: National Tour Association Survey, 1986., Royal Tours, 1988).

TABLE 3-5

NORTH AMERICAN TOUR OPERATORS TRAVELLING TO EDMONTON (OPERATOR HOME BASE)

(US Region)

Pacific Northwest	California	NW States	SW States	WN Central	WS Central	East Central	Eastern Seaboard	Sub Total
32 16.8%	19 9.9%	17 8.9%	4 2.1%	21 11.0%	12 6.3%	45 23.6%	41 21.5%	191 100%

(Canada)

Alberta	B.C.	Sask.	Man.	Ont.	Que.	N.B.	N.S.	NWT	Sub Total
25 24%	28 26.9%	8 7.7%	5 4.8%	24 23.0%	11 10.6%	1 1.0%	1 1.0%	1 1.0%	104 100%

(Canada and US Regions)

TOTAL
295

NOTE: Percentages may not total 100% due to rounding.

Table 3-5 indicates that many of the Canadian tour operators who travel to Edmonton are from British Columbia (26.9%), Alberta (24%), and Ontario (23%). Of the US tour operators travelling to Edmonton, the largest numbers are based in the East Central, Eastern Seaboard, and the Pacific Northwest regions. The percentages are 23.6, 21.5, and 16.8 percent, respectively.

3.3.2 U.S. Tour Operators Offering Tours to Canada

In 1989, American tour operators have scheduled approximately 76 Canadian coast-to-coast escorted tours (Source: Travel Agent Magazine/Domestic Tour Annual/February 27, 1989).

TABLE 3-6

U.S. TOUR OPERATORS - TOURS TO CANADA, 1989 (OPERATOR HOME BASE)

(US Region)

Pacific Northwest	California	NW States	WN Central	WS Central	East Central	Eastern Seaboard	TOTAL
33 43.4%	4 5.3%	1 1.3%	10 13.2%	1 1.3%	2 2.6%	25 32.9%	76 100%

NOTE: Percentages may not total 100% due to rounding.

Table 3-6 shows the largest percentage of these tours (43.4%) are by tour operators based in the Pacific Northwest. About 32.9% of these tours are planned by Eastern Seaboard operators, while 13.2% are by West-North Central operators.

3.3.3 International Tour Operators That Buy Tours Across Canada and to Alberta

The tour operators that buy tours across Canada or to Alberta include wholesalers, tour operators, travel agents, motorcoach operators, and carriers. Table 3-7 indicates overseas, Canadian, and US tour operators in these categories (Source: 1989 Buyer Directory Rendez-Vous Canada).

TABLE 3-7

INTERNATIONAL TOUR OPERATORS THAT BUY TOURS ACROSS CANADA AND TO ALBERTA

(Overseas)

	Wholesaler	Tour Operator	Retailer	Tour Broker	Motorcoach Operator	Carrier	Other	Totals	Percentage
Argentina	3	2						5	1.3
Australia	11	8	6	1		2		28	7.0
Austria	6	7	5					18	4.5
Belgium	4	1						5	1.3
Denmark	5	6	3					14	3.5
Finland	3	3	2	1				9	2.3
France	14	15					1	30	7.5
Hong Kong	4	3	1					8	2.0
Italy	1	2						3	0.8
Japan	23	3	12		1		1	40	10.0
Luxembourg							1	1	0.2
Malaysia			1					1	0.2
Mexico	9	7	7	3				26	6.5
Netherlands	7	9	6	1			1	24	6.0
New Zealand	10	7	6			1		24	6.0
Norway	1	2						3	0.7
Singapore	1	2	2					5	1.2
Spain	5	6	1	2				14	3.5
Sweden	4	4	1					9	2.2
Switzerland	4	6	2	1			1	14	3.5
Thailand	1	5	2	1			1	10	2.5
UK	19	29	15	1	3	1		68	17.0
West Germany	19	13	9					41	10.2
Totals	154	140	81	11	4	4	6	400	
Percentage	38.5%	35.0%	20.3%	2.8%	1.0%	1.0%	1.5%	100%	100%

(Canada and US Regions)

	Wholesaler	Tour Operator	Retailer	Tour Broker	Motorcoach Operator	Carrier	Other	Totals	Percentage
B.C.	2	4	2	1				9	4.0
Alberta		1			1			2	0.9
Ontario	2	2			1			5	2.2
Quebec	1	1	1			2		5	2.2
Pacific NW	6	8		2	3			19	8.4
California	12	14	4	4	2			36	16.0
WN Central	4	7	2	1	2	1		17	7.6
SW Central	3	2	1	1	1	1		9	4.0
East Central	5	12	2	5	8			32	14.2
Eastern Seaboard	19	30	11	11	12	5		88	39.1
Non-Contiguous US	1	1	1					3	1.3
Totals	55	82	24	25	30	9	0	225	
Percentage	24.4%	36.4%	10.7%	11.1%	13.3%	4.0%		100%	100%

(Worldwide)

	Wholesaler	Tour Operator	Retailer	Tour Broker	Motorcoach Operator	Carrier	Other	Total
TOTAL	209	222	105	36	34	13	6	625
PERCENTAGE	33.4%	35.5%	16.8%	5.8%	5.4%	2.1%	1.0%	100%

NOTE: Percentages may not total 100% due to rounding.

As shown in Table 3-7, the most diverse types of overseas operators are from the United Kingdom (17%), West Germany (10.2%), Japan (10%), France (7.5%), and Australia (7.0%).

Of the overseas groups who purchase Canadian and Alberta tours, wholesalers comprise 38.5%, while tour operators and retailers are 35% and 20.3%, respectively.

US tour operators with the most varied types of operations are from the US Eastern Seaboard (39.1%), California (16.0%), the East Central States (14.2%), and the Pacific Northwest (8.4%).

3.3.4 Canadian Tour Operators That Sell Tours Across Canada and to Alberta

Canadian tour operators that sell tours across Canada or to Alberta are involved in different types of tourism-related businesses. Tours may include transportation, accommodation, attractions, tourism organizations, outfitters, tour operators, and/or reception agent/operators. Table 3-8 shows the breakdown of the types of tour operators province-by-province (Source: Seller Directory 1989, Rendez-Vous Canada).

TABLE 3-8

CANADIAN TOUR OPERATORS THAT SELL TOURS ACROSS CANADA AND TO ALBERTA

	Transportation	Accommodation	Attraction	Tourism Organization	Outfitter	Tour Operator	Reception Agent/ Operator	Other	Total	%
British Columbia	3	6	1	1	3	8	7	3	32	15.2
Alberta	10	28	15	7	1	12	10	4	87	41.4
Saskatchewan			1			2			3	1.4
Ontario	7	12	2	2		11	5		39	18.6
Quebec	7	11	3	1	3	10	8	2	45	21.4
Nova Scotia	1					1			2	1.0
Newfoundland	1					1			2	1.0
Total	29	57	22	11	7	45	30	9	210	
Percentage	13.8%	27.1%	10.5%	5.2%	3.3%	21.4%	14.3%	4.3%		100%

NOTE: Percentages may not total 100% due to rounding.

The most diverse types of tour operators are from Alberta (41.4%), Quebec (21.4%), Ontario (18.6%), and British Columbia (15.2%). The largest groups of operators offer accommodation (27.1%) and tours (21.4%), act as reception agents/operators (14.3%) or offer transportation (13.8%).

3.3.5 Tour Operators Based in Alberta

Table 3-9 shows the tour operators based in Alberta, but excluding Edmonton (Source: 1989 ACTA Directory and Information Guide). The majority of the groups based in Alberta are from Calgary (71.0%). About 19.3% have their home base in Banff. The remainder of Alberta tour operators are from Jasper and Red Deer.

TABLE 3-9

TOUR OPERATORS BASED IN ALBERTA (EXCLUDING EDMONTON)

Calgary	22	71.0%
Banff	6	19.3%
Jasper	2	6.5%
Red Deer	1	3.2%
Total	31	100.0%

Approximately 59 tour operators are based in Edmonton and area. These also include customized, specialty and motorcoach/bus tours (Source: 1989 ACTA Directory, Edmonton Yellow Pages).

3.3.6 National Tour Association Motorcoach Group Tours

According to the NTA, motorcoach group tours accounted for a total direct economic impact of $7 billion in North America during 1986. Motorcoach trips are generally pleasure trips and discretionary travel, chosen primarily because of the destinations visited.

Of the regions (11) in the North American zone, tours in Western Canada and Alaska accounted for 4.0% of all scheduled multi-day tours in 1987 and 5.9% of all scheduled (multi-day tour) days. The following table depicts tour days and average duration for this region and the total North American Zone from 1985 to 1987:

TABLE 3-10
TOUR DAYS AND AVERAGE DURATION

	1985	1986	1987
Western Canada and Alaska			
Tour Days	16,196	15,450	18,492
Average Days/Tour	4.60	4.61	5.68
All U.S. and Canada			
Tour Days	636,870	722,484	770,467
Average Days/Tour	6.37	6.55	6.70

Source: National Tour Association, 1986

On the basis of the foregoing statistics, it would appear that the popularity of motorcoach tours in Western Canada and Alaska has increased to a greater extent in terms of tour days and average days per tour when compared to North America as a whole.

There are three classes of tours: economy, standard and deluxe. Economy tours include a minimum of amenities, less time scheduled for shopping and entertainment, and budget accommodation. Standard tours generally include medium priced accommodation, some meals and more leisure time scheduled for shopping and entertainment. Deluxe tours include higher priced accommodations, most meals and considerable leisure time.

As compared to tours offered throughout the United States and Canada, those in Western Canada and Alaska are amongst the most expensive. The following table provides the average price per tour day for the Western Canada and Alaska region as compared to tours offered to other destinations throughout the United States and Canada.

TABLE 3-11
AVERAGE PRICE PER TOUR DAY

	1985	1986	1987
Western Canada and Alaska	$136.41	$117.79	$132.59
All U.S. and Canada	$ 91.04	$ 92.13	$101.50

Source: National Tour Association, 1986

Overall, the emergence of Western Canada and Alaska as a destination has been remarkable. Motorcoach tours to major events such as the Winter Olympics '88 in Calgary have influenced many operators and this region has experienced dramatic increases in market share. With respect to total tours by destination region, Western Canada and Alaska accounted for 12.8% of all tours in 1985, 16.9% in 1986 and 15.4% in 1987. This region experienced a 20% increase in market share for all tours from 1985 to 1987.

As would be expected there are definite seasonal patterns evidenced in the tour industry. Most tours occur in summer and fall. Table 3-12 shows destination tours for Western Canada and Alaska and all National Tour Association (NTA) regions (all U.S. and Canada) for each major season from 1985 to 1987. The seasons are defined as follows:

- Winter - December through February
- Spring - March through May
- Summer - June through August
- Fall - September through November

TABLE 3-12

TOURS BY SEASONS - NUMBER AND % OF TOTAL

	1985		1986		1987	
Western Canada & Alaska:	#	%	#	%	#	%
Winter	133	1.0	213	1.1	39	0.2
Spring	853	6.7	2,797	15.0	2,141	12.1
Summer	8,943	69.9	11,651	62.6	11,887	67.2
Fall	2,868	22.4	3,946	21.2	3,629	20.5
All U.S. and Canada Regions:						
Winter	8,452	8.5	8,531	7.7	8,688	7.6
Spring	22,474	22.5	25,017	22.7	25,556	22.2
Summer	38,010	38.0	41,242	37.4	43,483	37.8
Fall	31,064	31.1	35,485	32.2	37,026	32.4

Source: National Tour Association, 1986

With respect to tours that originate in Western Canada and Alaska, most of these tours occur during summer and fall. This same trend is evidenced for products offered throughout the United States and Canada.

Table 3-13 indicates that motorcoach tours originating from the Pacific U.S. region account for significantly more tours, tour days and average number of days per tour to the Western Canada and Alaska region compared to other regions. Of secondary significance in this respect are points of origin including the Mid Atlantic, Eastern Canada, and Western Canada and Alaska. The majority of regions show an increased number of tours and tour days for 1986 as compared to 1985 and 1987. This is likely due to the influence of Expo '86 in Vancouver.

It is interesting that Western Canada and Alaska attract more tour days from other regions of North America than originate from these regions. In other words there is less leakage from this region as compared to others. This trend has been evident for the three year period from 1985 to 1987.

TABLE 3-13
ORIGIN OF TOURS TO WESTERN CANADA AND ALASKA
TOURS, DAYS AND AVERAGE NUMBER OF DAYS SPENT ON TOUR

		1985			1986			1987	
Origin	Tours	Days	Average Days	Tours	Days	Average Days	Tours	Days	Average Days
New England	104	997	9.59	447	4,299	9.62	589	6,016	10.21
Mid Atlantic	1,459	10,950	7.51	2,065	16,792	8.13	2,226	17,641	7.92
South Atlantic	217	1,335	6.15	217	2,251	10.37	207	1,960	9.47
East South Central	92	553	6.01	113	794	7.03	92	642	6.98
East North Central	385	3,379	8.78	929	7,085	7.63	866	7,190	8.30
West North Central	1,572	12,538	7.98	1,124	9,417	8.38	1,735	14,009	8.07
West South Central	265	1,574	5.94	350	2,014	5.75	218	1,361	6.24
Mountain Region	66	364	5.52	264	595	2.25	190	643	3.38
Pacific U.S.	3,698	28,418	7.68	8,087	59,745	7.39	6,733	50,036	7.43
Eastern Canada	1,731	14,192	8.20	1,930	18,057	9.36	2,048	17,883	8.73
Western Canada & Alaska	3,208	12,200	3.80	3,081	11,627	3.77	2,792	11,623	4.16

Source: 1986-1987 Motorcoach Tour Trends, SEA Tourism/Travel Research, Bedford MA

The NTA initiated a research program in 1984 to evaluate the economic impact of the motorcoach tour industry on North America and its subdivisions, such as Edmonton. A survey was developed and sent to over 500 professional full-time motorcoach tour operators in the NTA. Statistics were gathered on:

- tour rates;
- average number of passengers per coach/trip;
- relative cost of components in the tour package; and
- average passenger expenditure per day.

The study is based on arrangements made by tour operators as reflected in their tour itineraries. In most cases, the number of planned departures is not the same as the number of actual departures. However, it is presently the best source of information about motorcoach tours.

The overall study can be summarized as follows:

- Economic impact figures represent operator expenditures on accommodation, food and beverage, attractions and transportation. For all tours, in order of magnitude, operators spent money on transportation, lodging, meals and attractions.

- The economic impact of motorcoach tours to Edmonton was estimated at $8.7 million. Spending patterns were similar to those for North America. In order of magnitude, operators spent money on transportation, lodging, meals and attractions.

On the basis of these statistics, NTA projected the economic impact (Table 3-14) that could be attributed to motorcoach tours to Edmonton for:

- one day tours
- a portion of multi-day tours
- overnight portion of multi-day tours

TABLE 3-14
ECONOMIC IMPACT OF MOTORCOACH TOURS TO EDMONTON - 1987

Total Trips - 444
Total Passengers - 16,870
Total Trip Days - 66,130

Lodging	$ 766,774
Meals	286,176
Attractions	283,439
Transportation	781,438
Overhead	689,623
Total Operator Expenditures	2,807,450
Passenger Incidental Expenditures	2,610,038
Total Direct Impact	5,417,488
Total Indirect Impact	3,250,493
Total Economic Impact	$ 8,667,981

(Source: SEA Tourism/Travel Research, Bedford, MA)

Based on the estimates for motorcoach tours to Edmonton and other research findings, several conclusions can be made as follows:

- The total economic impact of motorcoach tours to Edmonton accounts for .07% of the North American total.

- The economic impact of one day tours to Edmonton was estimated at $261,440, .03% of the North American total, while multi-day tours accounted for $8.4 million, .10% of the North American total.

- On a monthly basis, motorcoach tour spending has the greatest impact in the summer months from June through September:

TABLE 3-15
MONTHLY BREAKDOWN OF THE ECONOMIC IMPACT OF MOTORCOACH TOURS TO EDMONTON - 1987

Month	Dollars ($000)	% of Total
January	11.3	0.1
February	30.8	0.4
March	36.0	0.4
April	213.9	2.5
May	672.6	7.8
June	1,749.4	20.2
July	2,103.2	24.3
August	2,014.8	23.2
September	1,409.0	16.2
October	392.9	4.5
November	17.5	0.2
December	16.5	0.2
	8,667.9	100.0

(Source: SEA Tourism/Travel Research, Bedford, MA)

- Of those surveyed, the top ten regions of origin for tours to Edmonton included:

  - Alberta
  - New York
  - Washington
  - Ontario
  - British Columbia
  - Minnesota
  - Rhode Island
  - Illinois
  - Connecticut
  - California

- Alberta offers one-day and multi-day tours while the other regions of origin offer only multi-day tours. The economic impact that each origin region had on Edmonton during 1987 is depicted in Table 3-16.

TABLE 3-16
ECONOMIC IMPACT OF TOP TEN MOTORCOACH TOURS ORIGIN REGIONS ON EDMONTON - 1987

Origin Region	Total Dollars ($000)	% Total Impact
Alberta		
- one-day	261.4	3.0
- multi-day	2,401.2	27.7
New York	1,597.1	18.4
Washington	1,074.5	12.4
Ontario	879.1	10.1
British Columbia	643.0	7.4
Minnesota	430.8	5.0
Rhode Island	186.6	2.2
Illinois	185.1	2.1
Connecticut	175.3	2.0
California	173.5	2.0
Total	$8,007.6	92.3

(Source: SEA Tourism/Travel Research, Bedford, MA)

- These top ten motorcoach tour origin regions account for over 92% of the total economic impact that such tours have on Edmonton.

3.4 Fixed Roof Accommodation and Food and Beverage Services

Edmonton has numerous accommodation properties and restaurants from which the visitor can choose. An overview of the hospitality industry in Edmonton is provided below:

3.4.1 Fixed Roof Accommodation

The city of Edmonton and area offers 88 accommodation properties and 8,893 rooms to the travelling public. Of these properties, 70 (80%) appear as "approved accommodation" in the Alberta Accommodation Guide for 1989 and 52 (50%) are members of Edmonton Tourism. Appendix V provides a comprehensive listing of all properties located in Edmonton and the surrounding area. Maps 8 and 9 show the location of large accommodation properties in the City of Edmonton and all accommodation properties in the downtown core respectively. Large hotel properties are those with 100 or more rooms.

Each property has been identified in terms of:

- name
- address
- location
    - northwest (NW)
    - northeast (NE)
    - southwest (SW)
    - southeast (SE)
    - downtown (DT)
    - Spruce Grove (SG)
    - St. Albert (SA)
    - Leduc (L)
    - Nisku (N)
    - Sherwood Park (SP)
- number of rooms

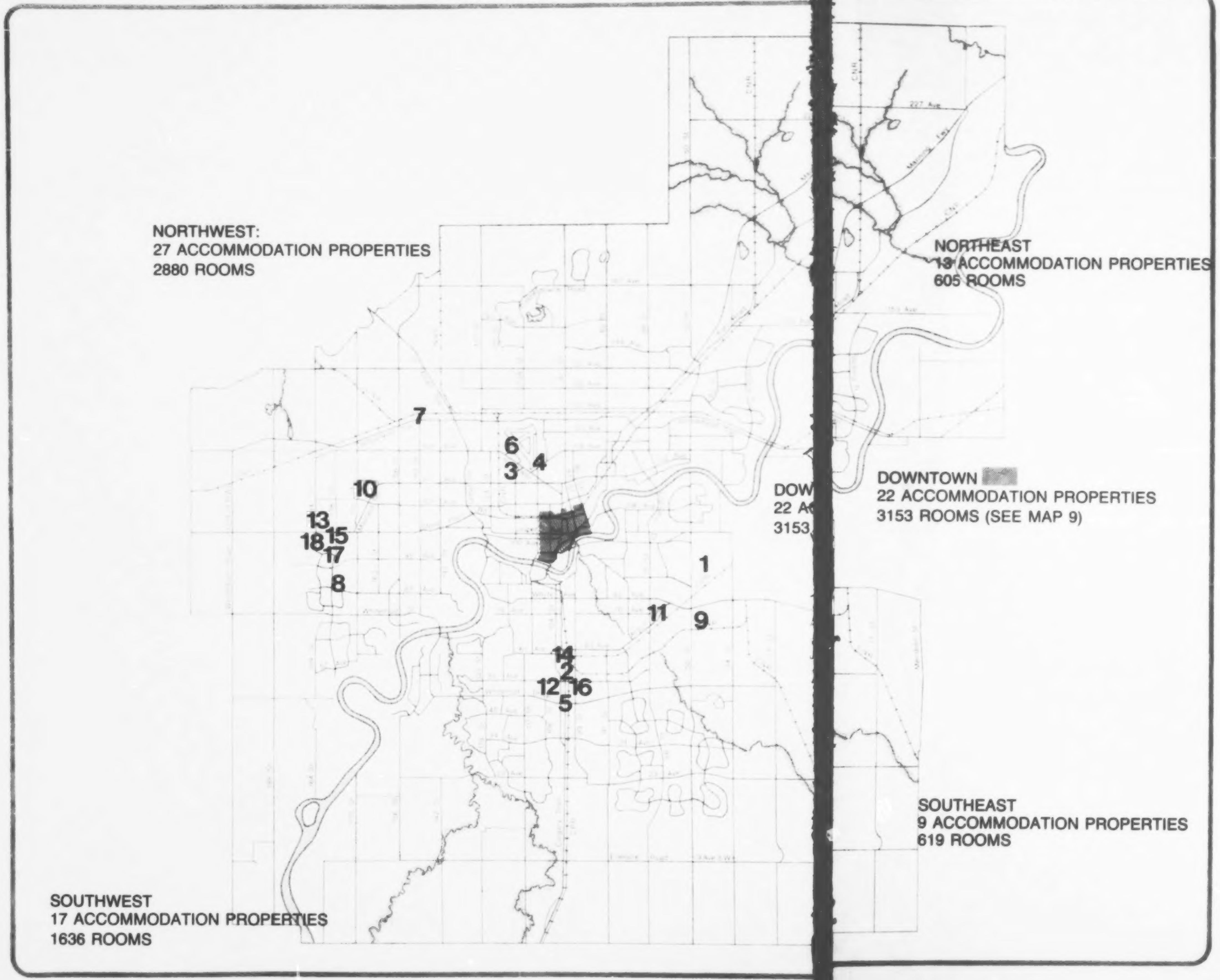
- whether the property has:
    - meeting/convention facilities
    - restaurant
    - licensed dining room
    - lounge/tavern
    - other services and facilities
- approved rating by the Alberta Accommodation Guide
    - approved (A)
    - unapproved (U)

In addition to the information contained in the Appendix, Pannell Kerr Forster has assigned a one to five star rating to each property and classified each according to type.

The star rating assigned by Pannell Kerr Forster to each property is based on international lodging standards. It reflects a measure of cleanliness, state of repair and evaluation of public areas and facilities.

- five star accommodation -- provides deluxe surroundings and marked superiority to other accommodation in extent and quality of facilities, amenities and guest services.
- four star accommodation -- provides superior quality furnishings and complete range of facilities, amenities and guest services.
- three star accommodation -- provides quality furnishings and an extensive range of facilities, amenities and guest services.
- two star accommodation -- provides standard furnishings and some facilities, amenities and guest services.
- one star accommodation -- provides modest furnishings and very limited or no facilities, amenities and guest services.

Accommodation properties in Edmonton and area have been identified according to type so that the physical characteristics and basic design of each property can be understood. These categories are as follows:


NORTHWEST:
27 ACCOMMODATION PROPERTIES
2880 ROOMS
NORTHEAST
13 ACCOMMODATION PROPERTIES
605 ROOMS
DOWNTOWN ▨
22 ACCOMMODATION PROPERTIES
3153 ROOMS (SEE MAP 9)
SOUTHEAST
9 ACCOMMODATION PROPERTIES
619 ROOMS
SOUTHWEST
17 ACCOMMODATION PROPERTIES
1636 ROOMS
7
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14
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12
16
5

MAP 8:
LARGE ACCOMMODATION PROPERTIES*

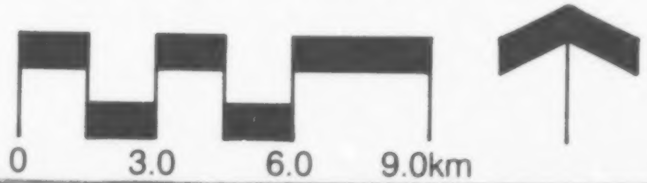
LEGEND:

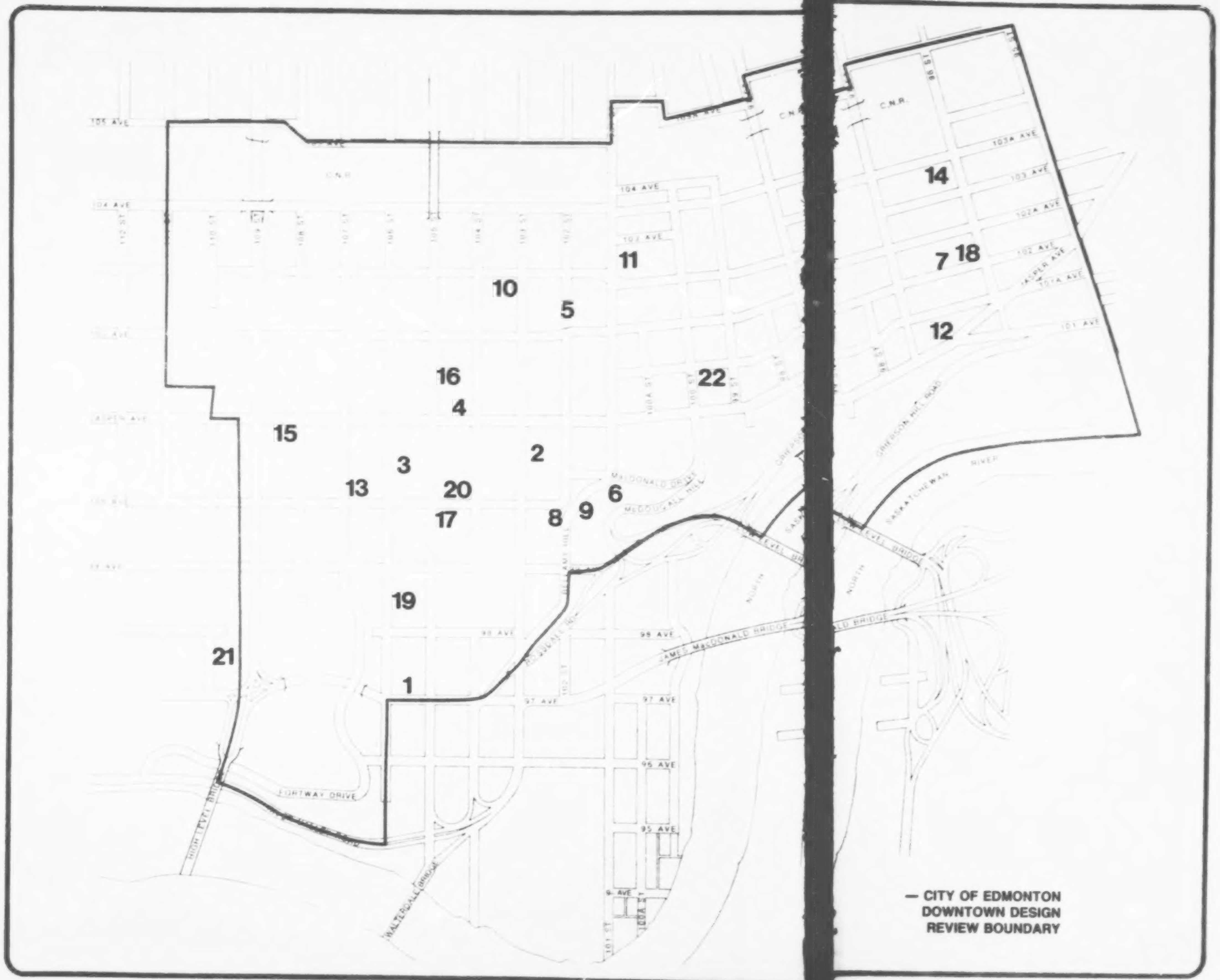
1. CAPILANO INN
2. CEDAR PARK INN
3. CHATEAU LOUIS
4. CITY CENTRE INN BEST WESTERN
5. CONVENTION INN
6. EDMONTON INN
7. EDMONTON YELLOWHEAD MOTOR HOTEL
8. FANTASYLAND HOTEL
9. HIGHWAY MOTOR INN
10. MAYFIELD INN
11. REGENCY HOTEL
12. RELAX INN SOUTH
13. RELAX INN WEST
14. RIVIERA HOTEL & WATERPARK
15. SANDMAN INN
16. THE COAST TERRACE INN
17. WEST HARVEST INN
18. WESTWOOD INN BEST WESTERN

* Hotels With Over 100 Rooms

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY EDMONTON, ALBERTA

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MACDONALD DRIVE
MCDOUGALL HILL
BELLAMY HILL
LOW LEVEL BRIDGE
JAMES MACDONALD BRIDGE
HIGH LEVEL BRIDGE
WALTERDALE BRIDGE
FORTWAY DRIVE
NORTH SASKATCHEWAN RIVER
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— CITY OF EDMONTON DOWNTOWN DESIGN REVIEW BOUNDARY

MAP 9: DOWNTOWN ACCOMMODATION PROPERTIES

LEGEND:

1. ADVENTURE INN*
2. ALBERTA PLACE APARTMENT HOTEL
3. BEST WESTERN AMBASSADOR MOTOR INN
4. CECIL HOTEL
5. CENTRE SUITE HOTEL*
6. CHATEAU LACOMBE*
7. DOWNTOWN MOTEL
8. EDMONTON CENTRE TRAVELODGE
9. EDMONTON HOUSE APARTMENT HOTEL*
10. GRAND HOTEL
11. HILTON INTERNATIONAL*
12. HUB HOTEL
13. INN AT SEVENTH*
14. INTERNATIONAL HOTEL
15. MAYFAIR HOTEL*
16. RAMADA RENAISSANCE*
17. RENFORD INN AT FIFTH
18. ROYAL HOTEL
19. ROYAL PARK APARTMENT HOTEL
20. SHERATON PLAZA HOTEL*
21. TOWER ON THE PARK APARTMENT HOTEL
22. WESTIN HOTEL*

* Hotels With Over 100 Rooms

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION
AREA STUDY
EDMONTON, ALBERTA

0 200 400 600m

- large hotel -- more than 100 rooms and located in an urban area, provides food and licensed beverage outlets, and an extensive range of guest facilities.
- small hotel -- fewer than 100 rooms and located in an urban area, provides food and licensed beverage outlets, and a variety of guest facilities and services.
- motor hotel -- convenient highway access, usually in or close to an urban area, provides food and licensed beverage outlets, meeting/convention facilities, and a range of guest services and amenities.
- apartment hotel -- located close to city centre, provides accommodation with kitchenette facilities, separate bedroom and bath, and a range of guest facilities and services.
- tavern hotel -- located on the fringe of the city centre, provides modest accommodation with very limited or no guest facilities and amenities.
- motel -- convenient highway access usually in or close to an urban area, ample parking and few guest services and amenities.

The following table provides a summary of fixed roof accommodation in Edmonton for 1989. As indicated, the majority of properties have been approved by the Alberta Accommodation Guide. However, there are 18 unapproved properties which account for 739 rooms, most of which are tavern hotels and motels on the outskirts of the city. All properties, approved and unapproved, are summarized according to star rating and location.

TABLE 3-17
SUMMARY OF FIXED ROOF ACCOMMODATION IN EDMONTON - 1989

RATING	# PROPERTIES	# ROOMS	% TOTAL ROOMS
Five Star	3	1,081	12.0
Four Star	8	2,047	23.0
Three Star	14	1,892	21.0
Two Star	43	3,031	34.0
One Star	20	842	10.0
TOTAL	88	8,893	100.0

LOCATION	# PROPERTIES	# ROOMS	% TOTAL ROOMS
Northwest	27	2,880	32.0
Northeast	13	605	7.0
Southwest	17	1,636	18.0
Southeast	9	619	7.0
Downtown	22	3,153	36.0
TOTAL	88	8,893	100.0

Source: Pannell Kerr Forster, Alberta Accommodation Guide 1989

Most accommodation properties in Edmonton and area have a two, three or four star rating. Almost 70% of the properties are located downtown and the northwest area of the city.

The four and five star hotels are frequented by the corporate commercial business traveller while the more economical two and three star properties appeal to business people, vacationers, tour groups, convention goers and families. Business people on extended weekday and weekend trips and new residents have a tendency to stay at the apartment hotels. The tavern hotels generally accommodate long term residents that require little in the way of services and amenities.

Trends

On a province-wide basis occupancy and average room rates for accommodation properties have increased over the past five years. The following table depicts annual operating statistics for the Province of Alberta.

TABLE 3-18
ALBERTA PROVINCIAL ANNUAL OPERATING STATISTICS

Year	% Occupancy	Average Room Rate
1988	64.8	$61.47
1987	59.6	54.78
1986	61.9	53.91
1985	59.2	49.46
1984	57.5	52.18

(Source: Pannell Kerr Forster, Hotel Trends in Alberta)

Provincial occupancy averaged 64.8% throughout 1988, reflecting a 8.7% increase from 1987. The average daily room rate was $61.47, up 12.2% over 1987. Overall room sales volume showed an increase of 25.4% over 1987. This was due in large part to the Calgary Winter Olympics held in February, 1988.

Other provincial trends include the following:

- properties reported a 4.5% increase in food sales over 1987
- a marginal decrease in beverage sales was observed at 0.1%
- lounge sales increased 3.6% compared to 1987
- pub/tavern/nightclub sales decreased 0.8% in 1988 from 1987 levels
- overall food and beverage sales in the pub/tavern/nightclub category averaged $260.03 per seat per month
- banquet/conference sales reported a 12.8% increase in comparison to levels achieved in 1987
- the average food and beverage sales per banquet/conference seat was $84.14 per month

The following table provides a comparison between the province, Edmonton, Calgary, mountain destinations (Banff and Jasper) and other Alberta for average room rate and occupancy on a month by month basis. Average room rates were generally higher in Edmonton as compared to other areas with the exceptions of Calgary and mountain destinations when they hosted the 1988 Winter Olympic Games, and mountain destinations during the summer months. Edmonton showed the strongest occupancy rates year round with the same exceptions, however, Calgary showed slightly higher occupancy rates in the summer months as compared to Edmonton.

TABLE 3-19
ALBERTA HOTEL TRENDS FOR 1988 -
Average Room Rate ($) and Occupancy (%)

MONTH	PROVINCE		EDMONTON		CALGARY		MOUNTAIN DESTINATIONS		OTHER ALBERTA	
	$	%	$	%	$	%	$	%	$	%
January	57.22	49.1	60.94	47.9	58.02	49.8	52.91	38.4	34.83	50.7
February	98.52	75.8	63.37	62.0	126.27	89.7	88.72	63.9	36.04	61.1
March	57.50	63.7	62.71	68.6	59.13	58.8	61.63	67.1	34.78	66.3
April	57.69	60.8	64.19	68.0	57.33	55.8	60.73	52.2	37.50	57.8
May	57.36	62.6	62.66	65.3	57.98	61.4	65.51	47.9	37.18	59.1
June	58.57	69.3	65.18	68.3	58.72	71.2	88.81	78.4	37.55	65.1
July	59.92	81.3	63.37	81.3	61.48	83.7	106.97	92.7	38.19	71.1
August	59.53	75.0	65.88	78.9	59.65	74.2	103.58	93.9	39.27	67.5
September	58.93	70.2	65.49	69.1	59.62	72.1	91.95	78.9	39.01	66.6
October	57.53	62.8	64.72	64.6	57.44	62.0	62.26	45.7	40.72	61.1
November	57.28	61.0	62.57	68.4	58.56	56.4	48.88	24.9	40.61	59.9
December	54.34	44.6	63.84	48.5	52.16	43.4	64.94	40.3	38.43	43.0

(Source: Pannell Kerr Forster, Hotel Trends in Alberta)

On a local basis Edmonton reported the highest annual average occupancy in the province at 66.1%, a 1.8% increase over 1987. The average daily room rate was $64.14, up 7.1% from 1987. Overall, room sales increased by 11.7% over levels recorded in 1987.

Other Edmonton trends for the 1988 year included:

- Edmonton properties reported a 7.1% increase in food sales over 1987, with average sales of $25.67 per occupied room.
- Beverage sales increased 1.3% overall in 1988, however, in the 85-199 room category, sales decreased 12.8% compared to 1987.
- An overall decrease in lounge sales for 1988 was noted. Sales decreased 4.8% below levels recorded in 1987.
- Overall, average food and beverage sales per seat in lounges was $256.34 per month.
- Edmonton hoteliers indicated a 9.6% decrease in pub/nightclub sales from 1987 to $255.64 in sales per seat per month.
- In the 1-84 room category, pub/tavern/nightclub sales decreased 23.1% in 1988.
- Edmonton properties reported an increase in banquet/conference sales of 8.4% over 1987 levels.
- The average food and beverage sales per banquet/conference seat was $70.08 per month.

A recent survey of Edmonton hotel operators by Pannell Kerr Forster regarding the outlook for 1989 found them to be cautiously optimistic, predicting slow but stable growth in the business travel market, slightly better growth in the convention business and significant growth in the tourism sector.

3.4.2 Food and Beverage Services

Edmonton offers a wide variety and choice of food service outlets. The largest concentration of food and beverage establishments is in the downtown core. Numerous districts within and outside the city centre offer an appealing variety of cuisine, service and atmosphere. These areas include: Old Strathcona, Chinatown, Rice Howard Way and Highstreet. Menu selection in Edmonton ranges from western to international cuisine. Some of these include:

- Arabic
- Californian
- Chinese
- Continental
- Dutch Indonesian
- East Indian
- French
- German
- Greek
- Italian
- Japanese
- Korean
- Lebanese
- Mexican
- Polynesian
- Russian
- Szechuen
- Ukrainian

The demand for international menus and different settings has kept pace with the influx of different cultures and nationalities into the city. In addition to varied cuisine, the city also offers numerous different settings such as English pubs, nightclubs, wine bars, dinner theatre and revolving restaurants. Overall, there exists a variety of restaurant concepts including fast food, family dining, informal/casual, fine dining and cafeteria. At present, the dinner theatres and pub concepts are gaining in their appeal amongst residents and tourists. Equally successful are the licensed sidewalk cafes and patios which operate at full capacity in the summer months. The majority of these outdoor terraces have been constructed in the past five years as adjuncts to existing operations.

Table 3-20 provides a breakdown of the number of restaurants by concept and theme across locations in Edmonton. The table shows the fast food and informal concepts, and the ethnic and continental themes to be most popular in Edmonton. Most restaurants are located in the northwest and southwest quadrants of the city. The information also indicates there are no fine dining restaurants in the northeast quadrant and no theme restaurants (eg. Bullwinkles) in downtown or northwest Edmonton. Overall, there are few restaurants (18) located outside the city. Of the multitude of food and beverage operations in the city, 31 are members of Edmonton Tourism.

TABLE 3-20
EDMONTON RESTAURANT BREAKDOWN ACCORDING TO CONCEPT AND THEME ACROSS LOCATIONS

	Downtown	Northwest	Northeast	Southwest	Southeast	Total
CONCEPT:						
Cafeteria	2	2	1	1	1	7
Family Dining	2	18	14	17	4	55
Fine Dining	6	3	-	1	3	13
Fast Food	36	70	54	94	43	297
Informal/Casual	123	132	105	179	91	629
Nightclub	3	3	2	10	4	23
Other	1	6	2	-	-	9
Total	173	234	178	302	146	1,033

	Downtown	Northwest	Northeast	Southwest	Southeast	Total
THEME:						
Continental	73	99	67	121	65	425
Chicken	1	9	7	11	7	35
Ethnic	53	50	32	66	29	230
Hamburgers	9	21	24	24	14	92
Other	10	15	7	26	7	65
Pizza/Italian	21	33	35	43	20	152
Steak & Seafood	6	7	4	10	3	30
Special Theme	-	-	2	1	1	4
Total	173	234	178	302	146	1,033

(Source: Pannell Kerr Forster Inventory Research)

3.4.3 Analysis of Accommodation and Food and Beverage Receipts

A breakdown of accommodation and food service receipts in the city of Edmonton is presented in Table 3-21 for the years 1983 to 1985. Comparative data from other major centres and Alberta are also provided.

The accommodation services group is described as full year and seasonal hotels, motels, cabins, tourist homes, campgrounds and trailer parks. The food and beverage services group includes licensed and unlicensed restaurants, drive-ins, take out food service, caterers, taverns, bars and nightclubs.

In Edmonton, the number of accommodation units declined slightly from 1983 to 1985. This was due to the closing of the Hotel Macdonald and in part to a significant turnover of such operations given ownership changes and bankruptcies. The number of food and beverage establishments increased substantially (19.6%). However, the contribution of food and beverage operations to total service trade receipts increased to a lesser extent than that of accommodation service.

Accommodation receipts contributed 23.2% to total service trade receipts in 1983, while food and beverage service comprised 43.1%. This trend continued in 1985 when accommodation receipts accounted for 20.5% of service trade receipts and food and beverage comprised 45.9%.

Interestingly, Edmonton has fewer food and beverage outlets per capita as compared to other cities and the Province of Alberta. For all cities and the province, the number of food and beverage outlets have increased at a much greater rate than accommodation outlets.

Edmonton statistics for accommodation and food and beverage receipts as a percentage of total service trade and total trade fall behind that of its closest urban counterpart, Calgary, and the Province as a whole. Such statistics for Edmonton more closely parallel Lethbridge, similar in that this city is a service and government centre for southern Alberta.

Alberta's total retail and service trade experienced an increase of 14.4% from $16.7 billion in 1983 to $19.1 billion in 1985. The service trade sector showed an increase of 19.9% over the same period which can be attributed to increases in the number of accommodation and food and beverage outlets.

TABLE 3-21

ACCOMMODATION AND FOOD SERVICE OUTLETS AND RECEIPTS FOR MAJOR URBAN AREAS AND THE PROVINCE OF ALBERTA

	Edmonton	Calgary	Lethbridge	Red Deer	Fort McMurray	Alberta
Population - 1983	682,000	620,692	58,086	50,257	34,494	2,346,500
Population - 1985	683,000	625,143	59,901	52,620	36,810	2,357,200
Outlets - 1983						
Accommodation	81	79	17	17	11	923
Food and Beverage	591	702	58	67	26	2,323
Total	672	781	75	84	37	3,246
Outlets - 1985						
Accommodation	79	72	21	22	11	967
Food and Beverage	707	741	88	96	37	2,690
Total	786	813	109	118	48	3,657
Receipts - 1983 ($000)						
Accommodation	185,108	206,445	22,372	25,810	13,726	830,302
Food and Beverage	342,742	381,279	26,722	35,584	20,301	1,108,182
Total	527,850	587,724	49,094	61,394	34,027	1,938,484
Receipts - 1985 ($000)						
Accommodation	199,236	217,978	27,062	38,476	17,044	940,618
Food and Beverage	447,300	413,184	44,048	44,478	25,793	1,341,576
Total	646,536	631,162	71,110	82,954	42,837	2,282,194
Total Service Trade ($000) - 1983	795,715	792,970	70,343	82,404	44,434	2,605,996
Receipts % of Service Trade - 1983	66.3	74.1	69.8	74.5	76.6	74.4
Total Service Trade ($000) - 1985	973,585	836,410	101,930	112,987	66,196	3,124,791
Receipts % of Service Trade - 1985	66.4	75.5	69.8	73.4	64.7	73.0
Total Trade ($000) - 1983	4,874,910	4,849,915	602,377	636,640	233,812	16,679,412
Receipts % of Total Trade - 1983	10.8	12.1	8.2	9.6	14.6	11.6
Total Trade ($000) - 1985	5,528,869	5,378,703	731,338	748,099	329,334	19,078,081
Receipts % of Total Trade - 1985	11.7	9.7	9.7	11.1	13.0	12.0

Source: Alberta Treasury Bureau of Statistics, Alberta Retail and Service Trade Statistics, 1983 and 1985.

3.5 Parks and Campgrounds

Edmonton and the surrounding area has a wide variety of parks and camping facilities. Many of these facilities are suitable for year round enjoyment. Parks and campgrounds in Edmonton and the region are shown on Maps 10 and 11, respectively.

Of these facilities, the following are examined:

- Municipal Parks
- Provincial and National Parks
- Campgrounds

3.5.1 Municipal Parks

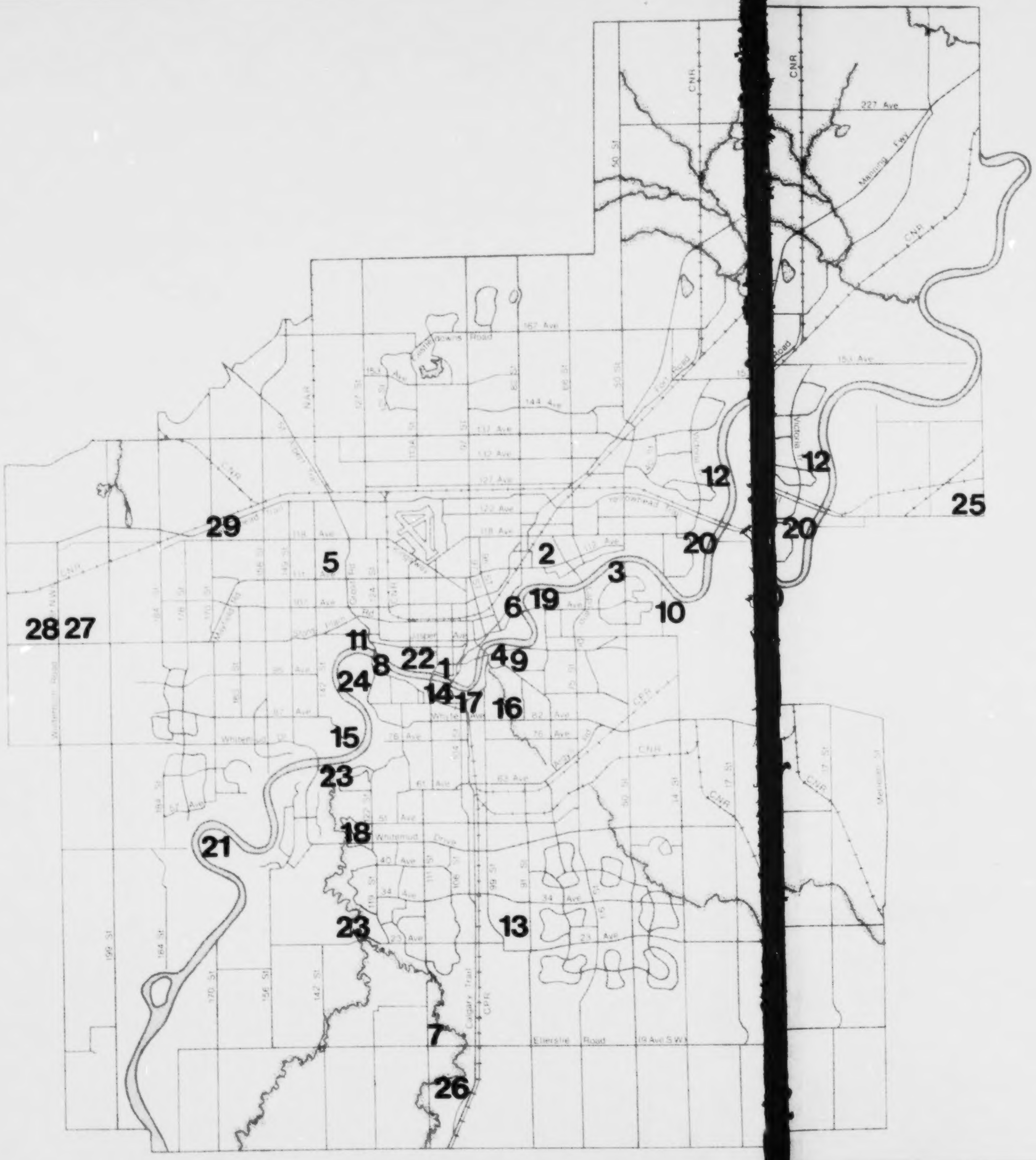
Edmonton's well established parkland system along the North Saskatchewan River Valley provides a wide assortment of recreational areas for its residents and tourists.

The City operates and maintains 22 multi-use parks covering an area of 5,662 acres of land along the river valley. These parks include ample facilities such as golf courses, picnic areas, hiking trails, bike trails, and tennis courts.

Edmonton's major parks are described below.

Borden Park

Borden Park is located on 112 Avenue and 74 Street near Edmonton Northlands. Borden Park is very popular for its picnic areas and swimming pool. The park also features gardens and an outdoor stage where performers put on their acts during the summer. This park is traditionally used for arts and crafts displays during the summer.



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CNR
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144 Ave
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132 Ave
127 Ave
122 Ave
118 Ave
112 Ave
Yellowhead Trail
Manning Fwy
Fort Road
Victoria
Whitemud Road
82 Ave
76 Ave
63 Ave
51 Ave
40 Ave
34 Ave
23 Ave
Whitemud Drive
Calgary Trail
CPR
Ellerslie Road
19 Ave S.W.
50 St
17 St
Meridian St
99 St
170 St
156 St
142 St
184 St

MAP 10: PARKS AND CAMPGROUNDS*

LEGEND:

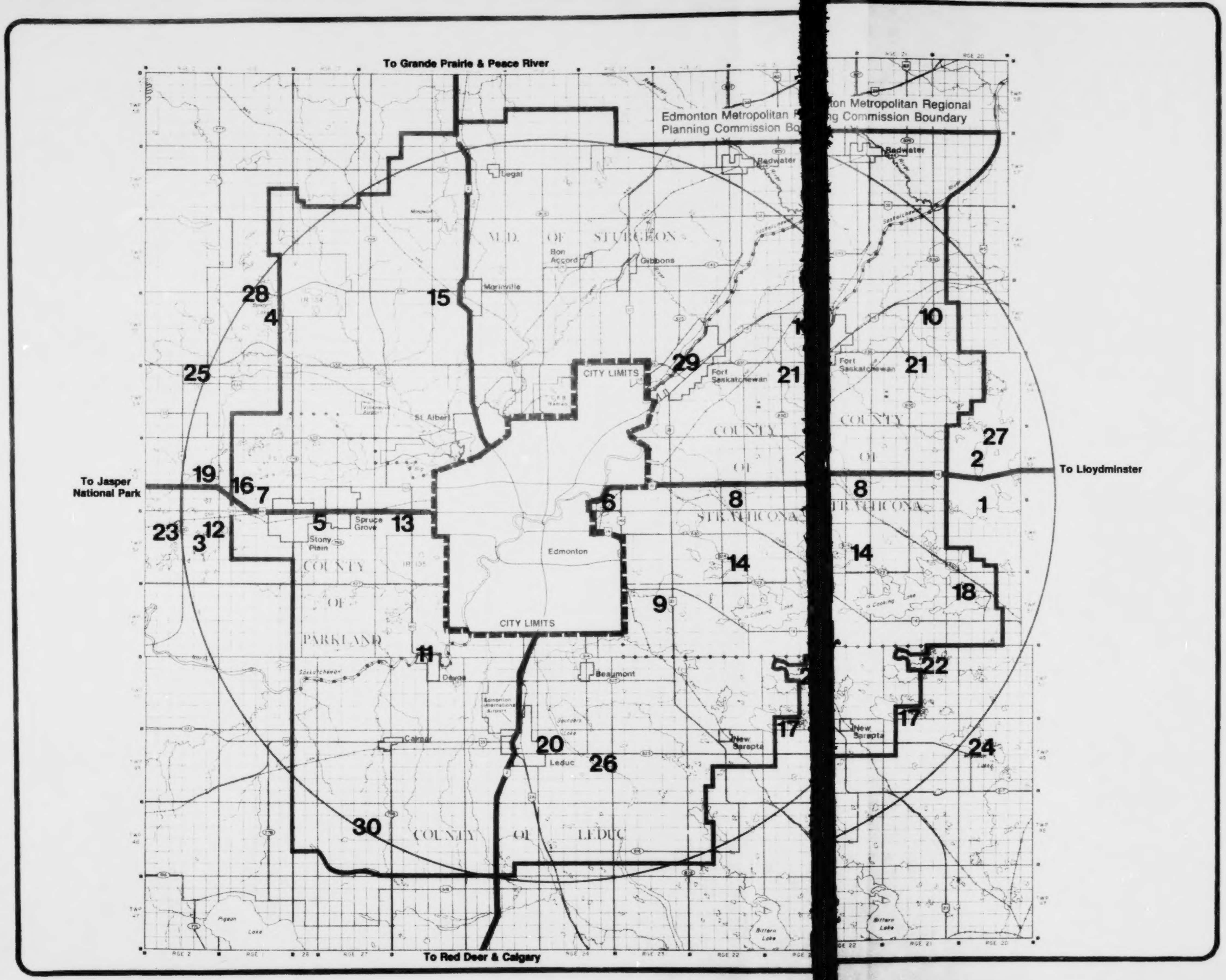
1. ALBERTA LEGISLATURE BUILDING GROUNDS
2. BORDEN PARK
3. CAPILANO PARK
4. CLOVERDALE PARK
5. CORONATION PARK
6. DAWSON PARK
7. ELLERSLIE RUGBY PARK
8. EMILY MURPHY PARK
9. GALLAGHER PARK
10. GOLDBAR PARK/GOLDSTICK PARK
11. GOVERNMENT HOUSE PARK
12. HERMITAGE PARK
13. JOHN FRY PARK
14. KINSMEN PARK
15. LAURIER PARK
16. MILL CREEK PARK
17. QUEEN ELIZABETH PARK
18. RAINBOW VALLEY PARK & CAMPGROUND
19. RIVERSIDE PARK
20. RUNDLE PARK
21. TERWILLIGAR PARK
22. VICTORIA PARK
23. WHITEMUD PARK
24. WILLIAM HAWRELAK PARK
25. CLOVER COURT CAMPGROUND
26. KLONDIKE VALLEY CAMPGROUND
27. ROYAL SCOT MOTEL AND TRAILER PARK
28. SHAKERS ACRES TENT AND TRAILER PARK
29. WEST EDMONTON TRUCKLAND CAMPGROUND

* Parks Associated with Major Attractions and the North Saskatchewan River Valley

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY EDMONTON, ALBERTA

0 3.0 6.0 9.0km



To Grande Prairie & Peace River
Edmonton Metropolitan Regional Planning Commission Boundary
Redwater
Legal
M.D. OF STURGEON
Bon Accord
Gibbons
Morinville
Fort Saskatchewan
CITY LIMITS
St. Albert
COUNTY OF STRATHCONA
To Lloydminster
To Jasper National Park
Spruce Grove
Stony Plain
Edmonton
COUNTY OF PARKLAND
Devon
Beaumont
Edmonton International Airport
Calmar
Leduc
New Sarepta
COUNTY OF LEDUC
Pigeon Lake
Bittern Lake
To Red Deer & Calgary
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MAP 11: GREATER EDMONTON REGION - PARKS AND CAMPGROUNDS

LEGEND:

PARKS AND RECREATION AREAS

1. COOKING LAKE - BLACKFOOT RECREATION, WILDLIFE AND GRAZING AREA
2. ELK ISLAND NATIONAL PARK
3. HASSE LAKE PROVINCIAL PARK
4. SANDY LAKE
5. SPRUCE GROVE
6. STRATHCONA SCIENCE PARK

CAMPGROUNDS

7. ALLAN BEACH RESORT
8. ARDROSSAN
9. BRETONA
10. BRUDERHEIM
11. PAT O'BRIEN/DEVON LIONS PARK
12. EDMONTON BEACH RESORT
13. GLOWING EMBERS TRAVEL CENTRE
14. HALF MOON LAKE RESORT
15. HERITAGE LAKE
16. HUBBLES LAKE
17. JOSEPH LAKE - CENTENNIAL PARK
18. KAWTIKH RECREATION RETREAT
19. LAKE EDEN RESORT
20. LEDUC LIONS
21. LUCKY LAKE
22. MINISTIK
23. MINK LAKE RESORT
24. MIQUELON LAKE PROVINCIAL PARK
25. ONOWAY ELKS PARK
26. PARKDALE FARM
27. SANDY BEACH
28. TENNMEN TRAILER COURT
29. TURNER PARK
30. WIZARD LAKE JUBILEE

PANNELL KERR FORSTER

In Association With:

Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY EDMONTON, ALBERTA

0 5 10 15 20 30km

Capilano Park
Located on 109 Avenue and 50 Street, Capilano Park is a popular spot for picnickers and casual recreation. The park has a secluded picnic site set among tall trees complete with picnic shelter and washrooms. Capilano is an important point for river travellers. The canoe launch, at the west end of the park at the top of 50 Street, is the last point within the city for easy removal of canoes.

Cloverdale Park
Rafters Landing, Edmonton's best known canoe and boat launch site, is located here. It is the finish of the annual Sourdough Raft Race, a main event during Edmonton Klondike Days. Views from this site include the Convention Centre and vestiges of early coal mines. Cloverdale Park is located on 98 A Street and 96 A Avenue.

At the east end of Cloverdale Park, the bike and hiking trail system branches out in two directions. The south arm connects to the Mill Creek Trail System that follows the overpass on Connors Road and continues to the Argyll Velodrome. The east arm follows along the Capital City Recreation Park trail system.

Coronation Park
Coronation Park is located on 111 Avenue and 134 Street. Coronation is home of the Edmonton Space Sciences Centre. It contains a limited number of picnic sites and a number of sports facilities. There are eight tennis courts, two ball diamonds, three football fields, one soccer field, one running track, an indoor swimming pool and an ice arena.

Dawson Park
Dawson Park is a favorite rest stop for river valley cyclists using the paved trails through Capital City Recreation Park. These trails run on both sides of the river from downtown to Clareview with several park bridges connecting the north and south banks. A special trail for the blind, including Braille signage, lies between Dawson and Kinnaird Ravine rest stops.

Emily Murphy Park
Named after Canada's first female magistrate, Emily Murphy Park offers an ideal area for picnics during the summer, and slopes for tobogganing in the winter. The park is located just west of the University of Alberta on Emily Murphy Road and Groat Road.

Gallagher Park
Gallagher Park lies east of Cloverdale Park, nestled into the hillside immediately north of Connor's Road and 95 Street. This park was formerly the site of one of Edmonton's first brick yards and currently is the home of the annual Edmonton Folk Music Festival, Edmonton Ski Club and Muttart Conservatory.

Gold Bar Park
Located on 109 Avenue and 50 Street, Gold Bar Park features a spacious picnic area complete with shelter, stoves, washrooms, playground and man-made ponds. When exploring the south forest, hikers will discover an underground spring. Gold panning is popular at the mouth of Gold Bar Creek, hence the park's name.

Goldstick Park
Goldstick Park has some of the best developed football, soccer, and fastball fields in the city. Hikers enjoy the hilly environment connecting Goldstick to Gold Bar Park. There is a path following a creek in a secluded spruce forest through the park.

Government House Park
The area below the Provincial Museum (located on Stony Plain Road) is officially known as Government House Park. Hang-gliding is the most popular activity enjoyed in this park. Highbush cranberries, chokecherries and saskatoons are abundant here. Picnic tables and washrooms are also located in the park.

Hermitage Park

This is one of the most interesting parks for natural history and wildlife in the east end of the City located on 127 Avenue and 21 Street. The three spring-fed ponds attract a multitude of water fowl and ponds are stocked each spring with trout.

Kennedale Ravine can be reached through Hermitage Park. It is an unusual ravine in that it runs east and west rather than north and south resulting in diverse vegetation due to a more protected environment. Hermitage Park is located on 127 Avenue and 21 Street.

John Fry Park

Formerly Southside Industrial Park, John Fry Park offers some of the best baseball diamonds in the city. The park facilities include two 90 foot diamonds and three 60 foot diamonds, dug-outs, bleachers, washrooms and dressing rooms. Any of the ball diamonds can be booked by the public. John Fry Park is located at 97 Street and 28 Avenue.

Kinsmen Park

This is the home of the John Walter Museum which is open on Sundays from May 24 to September 4. West Kinsmen features a whole network of jogging and cross-country trails and includes flexibility and muscle group exercise stations. The Kinsmen Sports Centre, site of aquatic events for the 1978 Commonwealth Games and the 1983 Universiade Games, offers fitness and public swimming, racquetball and tennis courts, indoor jogging and soccer fields, outdoor sports fields and a playground. South of the Sports Centre is Kinsmen Pitch and Putt Golf Course, an 18 hole par three course. Kinsmen Park is located on 90 Avenue and 107 Street.

Laurier Park

Laurier Park features a maze of hiking trails including a connector trail linking the McKinnon and McKenzie Ravines. The graveled trail from Laurier to Government House Park winds along the edge of the river. There are excellent gravel bars in the river where people can try their hand at gold panning.

Laurier Park has a good launching site for canoes and is the home of the Edmonton Rowing Club and Edmonton Whitewater Paddlers. It also has a picnic area complete with stoves, washrooms and sport fields. Laurier Park is located on Buena Vista Road and 134 Street.

Mill Creek Park

Mill Creek Ravine has hiking, jogging and biking trails that wind along a scenic ravine. There are many picnic sites located near the Mill Creek Pool. Also, located along the Mill Creek Ravine is the Argyll Velodrome for bicycle track racing. The Velodrome is open May 2 to September 2. Special bikes can be rented to use this facility built for the 1978 Commonwealth Games.

North Saskatchewan River Valley and Ravine System and Capital City Recreation Park

Edmonton's most significant geographic feature is the North Saskatchewan River Valley and Ravine System. It contains 5,662 acres (2,291 hectares) of parkland with 22 identified park areas. The trail system includes 34 kilometres of paved bicycle trails, four kilometres of horse riding trails and 68 kilometres of hiking trails. The 37 kilometres of "River Valley" through Edmonton also includes six golf courses.

Within the boundaries of the River Valley Parkland is Capital City Recreation Park (CCRP). This system of developed parks, facilities and trails stretches from the High Level Bridge to Hermitage Park in northeast Edmonton. The CCRP was established in 1978 with funding from Alberta's Heritage Trust Fund. Over $42 million was spent to develop 10 park areas and a complete trail system for bicycling and hiking. The park system encompasses 1918 acres (736 hectares).

Queen Elizabeth Park

Located on 90 Avenue and 104 Street, this park is home to the Queen Elizabeth Outdoor Pool. Picnic sites with wood burning stoves and washroom facilities are set among large trees. Twin jogging, hiking and bike trails cut through the north end of the park and continue on to Cloverdale.

Rainbow Valley Park

Rainbow Valley Park offers a variety of hiking possibilities (the area is complemented by meadows, aspen and spruce). While the area north of Whitemud Freeway is excellent for wildlife observation, south of the freeway is relatively untravelled and features heavy brush and a varied bird population. Located on 45 Avenue and 132 Street, Rainbow Valley is the only park with a campground in the inner city. The campground is open from May until the end of September and is operated by a private concessionaire. There are 85 campsites available.

Riverside Park

Riverside Park is located on Rowland Road and 86 Street. The park is equipped with washrooms, shelters, hiking trails, bicycle paths and features an 18-hole golf course.

Rundle Park

Rundle Park is located on 113 Avenue and 29 Street. Major components the park include an executive par three golf course, public tennis courts, sport fields, A.C.T. (Associated Canadian Travellers) Centre, Rundle Family Centre, and Rundle Geology Centre. This park's many features are summarized in the following points:

- The 18-hole golf course is designed for the beginning golfer or for those who wish to improve their iron shots.
- Eight tennis courts with change and washroom facilities are available.
- Sports fields available for public use include: one baseball diamond, football field, soccer field, soccer pitch and four softball fields.
- The A.C.T. Centre is a unique facility designed for the disabled and abled. The Centre has a swimming pool, gymnasium, lounge, cafeteria, craft rooms and games area.

- Located just outside the A.C.T. Centre is a newly completed playground designed for children of all ages and abilities.
- The Rundle Family Centre offers picnic sites, gas barbecues, paddle boating, mini golf, frisbee, golf and horseshoes. A concession is available in the Centre.
- The Rundle Geology Centre offers an interesting variety of geological displays for the visitor to look at. Most of the displays depict historical Edmonton rock formations.

Sir Winston Churchill Square

This square block of parkland is located in the heart of the downtown area immediately south of City Hall. It hosts recreation activities, celebrations, ceremonial events and festivals throughout the year. It is surrounded by several public buildings such as the Centennial Library (Main Branch), Chancery Hall, Old Police Building, Citadel Theatre, City Hall, Edmonton Art Gallery and Edmonton Centre. The park features some unique and commemorative sculptures including a memorial to Sir Winston Churchill.

Southside Athletic Grounds

The Southside Athletic Grounds are located on the north side of Strathcona Composite High School. This is a popular site for track and field events, and rectangular field sports such as football, soccer and rugby. Located close by are tennis courts and baseball diamonds.

Terwillegar Park

This is the largest park in Edmonton. It stretches from the south end of Riverbend west towards Big Island in the North Saskatchewan River. Located on 45 Avenue and 159 Street, the park is bordered on three sides by water. Presently, Terwillegar Park has undeveloped roadways and access by vehicle into the park is restricted.

Victoria Park

Victoria Park, located on the north side of the river (River Valley Road and 121 Street), is one of the most popular picnic areas in the city. In addition, the Park has an 18-hole golf course, club house, driving range and cricket pitch. This area also has one of the few stretches of original prairie grass on the hillside north of the golf course. In winter, the park has a 400 metre outdoor skating oval for speed and recreational skating.

Whitemud Park

This park offers an excellent picnic area close to the North Saskatchewan River, and comes complete with stoves and outhouses. Whitemud can be accessed from the north via Fox Drive, not far from John Janzen Nature Centre, and from the south, via the hiking trails originating at the Rainbow Valley Campground, just off Whitemud and 118 Street. Whitemud Creek is a fine spot for bird watching and catching a glimpse of white-tailed deer. A canoe launch is available at the mouth of Whitemud Creek and east of this is the Whitemud Equine Centre for equestrian riding and horse shows. Whitemud connects with Rainbow Campground (85 sites) for tents and recreational vehicles.

William Hawrelak Park

William Hawrelak Park is Edmonton's most popular family park. It includes a lake, paddle boats and adventure playground. The Belgravia Trail System which runs from Whitemud Park through Hawrelak to Groat Bridge is one of Hawrelak's amenities. The lower trail is the only designated bridle trail in the city. The park is well utilized in the winter due to the large skating pond and groomed cross-country skiing trails. In the summer, the outdoor amphitheatre is popular. Perhaps the most popular time of year for visiting the park is during Heritage Days, hosted at William Hawrelak Park during the long weekend in August. William Hawrelak Park is located south of Groat Road Bridge.

Table 3-22 displays a summary of facilities available in each park.

TABLE 3-22
MUNICIPAL PARK FACILITIES

Park	Washrooms	Emergency Telephone	Public Payphone	Shelter	Indoor Pool	Outdoor Pool	Hiking Trails	Fitness Trail	Bicycle Path	Tennis Courts	Soccer	Foot-Ball	Baseball/ Softball	Picnic	Fishing Pond	Paddle-Boats	Boat Launch	Golf Course
Borden	X		X			X			X	X	X	X	X	X				
Capilano *	X	X		X			X		X	X				X			X	
Cloverdale *		X		X			X		X					X			X	
Coronation	X		X		X				X	X	X	X	X	X				
Dawson *	X	X		X			X		X	X				X				X
Emily Murphy	X		X	X			X							X				
Gallagher *	X		X						X									
Gold Bar *	X	X	X	X			X		X	X		X	X	X				X
Goldstick *	X	X	X	X			X				X	X	X					
Government House							X											
John Fry											X	X	X					
William Hawrelak	X		X	X			X							X	X	X		
Hermitage *	X	X	X				X			X				X	X			
Kinsmen *	X		X	X	X		X	X	X	X		X	X	X				X
Laurier	X		X				X						X	X			X	
Mill Creek	X		X			X	X		X					X				
Queen Elizabeth *	X		X			X			X					X				
Rainbow	X		X	X			X							X				
Riverside	X		X	X			X		X	X								X
Rundle *	X	X	X	X	X		X		X	X	X	X	X	X		X		X
Sir Winston Churchill Square																		
Terwillegar							X											
Victoria	X		X	X									X	X				X
Whitemud				X			X							X				

* These parks are part of the Capital City Recreation Park System

Source: Edmonton Parks and Recreation, 1989.

As indicated in the table, most of Edmonton's major parks have picnic areas, hiking trails, washrooms, and public pay phones. Unique features include a fitness trail at Kinsmen Park, and fishing ponds at Hermitage and William Hawrelak Parks. Most other facilities are scattered throughout the various city parks.

Located on the outskirts of the city is Ellerslie Rugby Park. This park has been developed privately by a number of rugby clubs in the city and offers a number of rugby pitches and well equipped change facilities. The site has an upscale clubhouse with food and beverage, lounge and entertainment facilities. It is a popular venue for those who wish to rent the clubhouse for parties, weddings, barbecues and so on.

3.5.2 Provincial and National Parks

These parks, under provincial or national jurisdiction, are set aside as a sanctuary for wildlife and/or designed for the general public for recreation and to enjoy nature's resources. In addition, there are several wilderness and recreation areas in the surrounding area which fall under provincial and municipal jurisdictions. The tourism destination area studies for the Tourist Zones surrounding Edmonton inventory and describe these resources. The main service centre and source of visitors for many of these parks is Edmonton.

Alberta Legislature Building Grounds

The Legislature Building Grounds offers a relaxing atmosphere. These beautiful grounds, spread over 32 acres (12.9 hectares) are characterized by lawns, flower beds and fountains. About 175,000 annual bedding plants are grown each year for the many special floral arrangements around the Legislature Building. For special occasions, decorative displays such as the Canadian Centennial Symbol, the Canadian Flag, and the crest of the Province of Alberta have been planted.

Cooking Lake - Blackfoot Recreation, Wildlife and Grazing Area

This area is comprised of 97 square kilometres of pastures, forests and wetlands. It is located 32 kilometres south of Elk Island National Park. The area is unique in terms of its diverse uses; agricultural, wildlife management, natural gas production and recreational activities occur in this area. It includes Alberta's first forest reserve. Although many government and private organizations helped plan and develop the area, the Alberta Government has managed the reserve since 1930.

Elk Island National Park

Elk Island National Park, established in 1907 as Canada's first federal wildlife sanctuary, today provides a home to large herds of elk, bison, moose, and a variety of smaller mammals, and birds. The park is open year-round with visitor facilities such as a campground, snack bar, 9-hole golf course, and an Information Centre, open late May to early September. The Astotin Interpretive Centre, located in the Recreation area, is open throughout the year, providing visitors with an overview of the park's theme through a number of display and interpretive programs. Elk Island National Park is popular for cross-country skiing in winter. The Centre also contains a small bookshop operated by the Friends of Elk Island, and Ukrainian House, a replica of an early settler's home located at Astotin Lake.

Strathcona Science Park

The Strathcona Science Park is located across from Rundle Park and can be accessed via a pedestrian/bicycle bridge over the river or from 17 Street off Highway 16 East at the Beverly Bridge. Visitors can take a walk through some interpretive trails. Wood stoves and picnic tables are available. This park has an introductory downhill ski area with three T-bar tows and one rope tow. Both the Alberta Natural Resources Science Centre and Strathcona Archaeological Centre are located in the Park. At the present time the Alberta Natural Resources Science Centre is closed and most displays have been moved to the Provincial Museum.

3.5.3 Campgrounds

A complete range of campgrounds with facilities are found in Edmonton and the regional vicinity. As well as accommodation, cooking and sewage amenities, there is often wheelchair access, year round camping, gas stations, swimming pool facilities, and boat rentals. The inventory of campgrounds in Edmonton and vicinity is presented in Table 3-23.

The availability of seasonal and year round campgrounds at different locations provides accommodation choices for residents and tourists. Edmonton has six campgrounds (557 sites) and given about a 30 mile (50 kilometre) radius around the city, there are approximately 24 additional campgrounds (2,553 sites) including RV and trailer facilities. These campgrounds offer a total of 3,110 sites. Maps 10 and 11 presented at the beginning of Section 3.5 depict campgrounds found within and outside Edmonton, respectively. The following table profiles these campgrounds according to:

- name
- nearest community
- location
- number of sites
- services
- facilities
- operator

TABLE 3-23

CAMPGROUNDS IN EDMONTON AND VICINITY

NAME	NEAREST COMMUNITY	LOCATION	SITES	SERVICES	FACILITIES	OPERATOR
EDMONTON:						
CLOVER COURT	EDMONTON	EDMONTON	27	PWS	$,FL,SH,SL	P
KLONDIKE VALLEY	EDMONTON	EDMONTON	159	PWS,PW	$,R,FL,SH,S,SL,PL	P
RAINBOW	EDMONTON	EDMONTON	85	P,N	$,FL,SH,S,SL,PL,H,WH	LG
ROYAL SCOT TRAILER	EDMONTON	EDMONTON	75	PWS,P	$,FL,SH,S,WC	P
SHAKERS ACRES	EDMONTON	EDMONTON	150	PWS,PW,P,N	$,R,FL,SH,S,SL,PL,C/F,WC	P
WEST EDM TRUCKLAND	EDMONTON	EDMONTON	61	PWS,PW	$,FL,SH,S,PL,C/F	P
TOTAL EDMONTON			557			
EDMONTON REGION:						
ARDROSSAN	ARDROSSAN	4.5 KM N.E.	24	N	S,SL	PG
BRUDERHEIM	BRUDERHEIM	3.5 KM S.W.	10	N	SL	PG
WIZARD LAKE JUBILEE	CALMAR	19 KM S.	114	P,N	$,FL,S,SL,PL,B,F,SW,H,C/F,BL	LG
MINISTIK	COOKING LAKE	8 KM E .	15	N	SL,F	PG
PAT O'BRIEN/LIONS PARK	DEVON	DEVON	195	PW,P,N	$,FL,SH,S,SL,PL,F,H	LC
SANDY BEACH	ELK ISLAND N.P.	ELK ISLAND N.	112	N	$,FL,S,SL,PL,B,H,C/F,XC,WH	FG
LUCKY LAKE	FORT SASK.	FORT SASK.	36	N	$,B,F,C/F	P
TURNER PARK	FORT SASK.	FORT SASK.	20	N	$,FL,SH	LG
LEDUC LIONS	LEDUC	LEDUC	25	N	$	LC
PARKDALE FARM	LEDUC	10.5 KM E.	10	N	$,R,FL,SH,SL,PL,H	P
HERITAGE LAKE	MORINVILLE	1 KM W.	30	N	SL,F	PG
JOSEPH LAKE PARK	NEW SAREPTA	8 KM E.	135	PW,N	$,S,SL,PL,MB,SW,C/F,BL	LG
MIQUELON LAKE PROV PK	NEW SAREPTA	20 KM E	275	N	$,R,FL,SH,S,SL,PL,SW,XC,BL	PG
ONOWAY ELKS PARK	ONOWAY	ONOWAY	8	N	S,SL,PL	LC
TENNMEN TRAILER COURT	SANDY BEACH	SANDY BEACH	56	P	$,FL,SH,S,PL,B,F,SW,F/C	P
BRETONA	SHERWOOD PARK	10 KM S.E.	28	N	S,SL,PL	PG
HALF MOON LAKE RESORT	SHERWOOD PARK	HALF MOON LK.	131	PWS,P,N	$,FL,SH,S,SL,PL,B,B$,F,SW,H,C/F	P
KAWTIKH	SHERWOOD PARK	30 KM E.	40	N	PL,B,B$,F,SW	P
ALLAN BEACH	STONY PLAIN	5.8 KM N.W	175	PWS,PW	$,FL,SH,S,PL,B,B$,F,SW,C/F	P
HUBBLES LAKE	STONY PLAIN	7.3 KM N.W.	105	PWS,P,N	$,FL,SH,S,SL,PL,B,B$,F,SW	P
LAKE EDEN	STONY PLAIN	10 KM W.	200	P,N	$,FL,SH,S,PL,B,B$,F,SW.H,C/F,XC	P
MINK LAKE	STONY PLAIN	16 KM W.	200	PW,N	$,FL,SH,S,PL,B,B$,F,SW,C/F	P
EDMONTON BEACH	STONY PLAIN	STONY PLAIN	336	PW,N	$,FL,SH,S,PL,B,B$,F,SW,H,C/F	P
GLOWING EMBERS	WINTERBURN	WINTERBURN	273	PWS	$,R,FL,SH,S,SL,PL,C/F,WH	P
TOTAL OUTSIDE EDMONTON			2553			
TOTAL SITES IN REGION			3110			

LEGEND

FACILITY SYMBOLS

$	FEE FOP CAMPING
R	RESERVATIONS ACCEPTED
FL	FLUSH TOILETS
SH	SHOWERS
S	SEWAGE DISPOSAL
SL	SHELTERS
PL	PLAYGPOUND
B	BOATING - 12 KPH MAX
MB	MOTOR BOATS ALLOWED
B$	BOAT RENTALS
F	FISHING
SW	SWIMMING
H	HIKING
C/F	CONCESSIONS/FOOD SERVICE
WC	WINTER CAMPING
XC	CROSS COUNTRY SKIING
SM	SNOWMOBILING TRAILS
WH	WHEELCHAIR ACCESSIBLE WASHROOMS
BL	BOAT LAUNCH

OPERATOR SYMBOLS

LC	LOCAL CLUB
LG	LOCAL GOVERNMENT
PG	PROVINCIAL GOVERNMENT
FG	FEDERAL GOVERNMENT
P	PRIVATE

SERVICE SYMBOLS

P	POWER HOOKUP
W	WATER HOOKUP
S	SEWER HOOKUP
N	UNSERVICED

SOURCE: Alberta Campground Guide, 1989 and
Pannell Kerr Forster Research

In addition to campgrounds, there are eight daycamp areas in the city:

- William Hawrelak
- Whitemud *
- Valley Zoo *
- Mill Creek *
- Gold Bar
- Emily Murphy
- Castledowns *
- Buena Vista

Daycamps are exclusively for children aged 7 to 12, inclusive. Activities include nature and wilderness skills, crafts, songs, and games. Some daycamps also offer Kindercamps (*) for children aged 4 to 6. Kindercamps offer crafts and games for this age group. Children are registered a week at a time at any one camp (maximum stay at one camp is two to three weeks or less).

3.6 Outdoor Recreation Facilities

A wide assortment of recreational facilities are suitable for many outdoor activities such as golfing, swimming, picknicking, hiking, cycling, boating, and snowshoeing. Some of Edmonton's popular outdoor pastimes and facilities are described below in terms of category:

- Land Based
- Water Based
- Air Based

3.6.1 Land Based Recreation

Downhill Ski Facilities

Edmonton has several downhill ski facilities. There are five centres where one can practice or learn how to ski:

- **Rabbit Hill** is located off Highway 19 southwest of Edmonton. Rabbit Hill is equipped with a triple chairlift, rope tow, t-bar, equipment rentals, ski school, snow making and night skiing.
- **Sunridge** is located on 17 Street south of the Yellowhead Trail in Strathcona Science Park.
- **Lake Eden** is located on Highway 16, 35 kilometres west of Edmonton. This hill features 10 runs, t-bar and rope tows, snow making, rentals, ski school and night skiing. There is also a family restaurant and lounge available.
- **Snow Valley** is located on 45 Avenue and 132 Street. This hill is equipped with t-bars and a chairlift and features snow making, ski racing school and night skiing. Ski rentals and a licensed concession are available.
- **Edmonton Ski Club** is located at 96 Avenue and 96 Street (at the top of Connors Hill) close to downtown. The Edmonton Ski Club has three runs, t-bar and rope tows, snow making, rentals, a ski school and night skiing.

Golf Courses

The greater Edmonton area presently has eight private golf courses, and 23 public or semi-private golf courses. In addition, two new golf courses are scheduled to open in 1989, one in Beaumont and one in Gibbons. There are 14 golf courses (six private and eight public) in Edmonton. All of the courses have change and washroom facilities, retail outlets and rentals.

Golf courses are listed in Table 3-24 according to location and public or private status.

TABLE 3-24
PUBLIC AND PRIVATE GOLF COURSES IN EDMONTON AND VICINITY

Name	Location	Public	Private
EDMONTON:			
Derrick Golf & Winter Club	Edmonton		X
Edmonton Country Club	Edmonton		X
Glendale Golf & Country Club	Edmonton		X
Golden West Golf Course	Edmonton	X	
Highlands Golf Club	Edmonton		X
Kinsmen Park Pitch & Putt	Edmonton	X	
Mayfair Golf & Country Club	Edmonton		X
Mill Woods Golf Course	Edmonton	X	
Riverside Golf Course	Edmonton	X	
Rundle Park Golf Course	Edmonton	X	
St. Albert Trail Golf Course	Edmonton	X	
Seven Oaks Golf Course	Edmonton	X	
Victoria Golf Course	Edmonton	X	
Windermere Golf & Country Club	Edmonton		X
EDMONTON REGION:			
Belvedere Golf & Country Club	Highway 21 South		X
Broadmoor Public Golf Course	Sherwood Park	X	
Cardiff Golf & Country Club	Cardiff	X	
Country-Side Golf Course	Highway 14 South	X	
Devon Golf & Curling Club	Devon	X	
Elk Island National Park Golf Course	Elk Island	X	
Fort-in-View Golf & Driving Range	Fort Saskatchewan	X	
Fort Saskatchewan Golf & Curling Club	Fort Saskatchewan	Semi-Private	
Indian Lakes Golf Club	Winterburn	X	
J R Golf Course	St. Albert	X	
Lancaster Park	Namao	Semi-Private	
Leduc Golf and Country Club	Leduc	Semi-Private	
Links at Spruce Grove	Spruce Grove	X	
Sherwood Park Golf Course	Sherwood Park	X	
Stony Plain Golf Course	Stony Plain	X	
Sturgeon Valley Golf & Country Club	St. Albert		X
Westridge Park	Devon	X	

(Source: Pannell Kerr Forster Research)

Horseback Riding

The Whitemud Equine Centre is a 60 acre complex along Fox Drive in the river valley. Among the facilities there are four kilometres of riding trails in the river valley, three barns with public stables, a heated indoor riding arena, two outdoor arenas, a grand prix turf, meeting rooms, classrooms and a show office. Lessons and horsemanship programs are available throughout the year. Hay rides and sleigh rides are also available to the public.

Nordic Skiing

The river valley is one of the most popular areas for cross-country skiing within the city. The trails run from one end of the river valley to the other and cover approximately 25 kilometres. For those who prefer a rural wilderness area for cross-country skiing, Elk Island National Park has up to 80 kilometres of trails running through the park and around Astotin Lake. The Cooking Lake - Blackfoot Recreation, Wildlife and Grazing area east of Edmonton also has ski trails.

Outdoor Hockey Rinks

Edmonton has numerous community hockey rinks. Sixty-four outdoor hockey rinks are operated by community leagues for use during the winter season. Each rink is open to the particular community league which supplies its membership to families for an annual fee.

Skating

Aside from the city's 16 arenas that schedule time periods for skating, Edmonton has numerous outdoor ponds located in several neighbourhood, district and city level parks which are used for ice skating. The major pleasure skating facilities are at four locations within the River Valley: William Hawrelak Park, Rundle Park, Victoria Park and Gold Bar Park. A small rink is located on the Alberta Legislature Building Grounds. These skating areas are briefly highlighted below.

William Hawrelak Park

William Hawrelak Park has more than four acres of ice surface cleaned and maintained daily and is Edmonton's most popular skating rink. There are four bonfire pits on the islands in the middle of the lake. The pavilion -- open 11:00 am to 10:00 pm daily -- has a skate change area, washrooms and food concession.

Rundle Park

Rundle has two ice surfaces, one for public skating and the other for shinny hockey. The Rundle Family Centre is open daily and offers a skate change area, washrooms, skate rentals, indoor fire pit and food concession. The Family Centre is wheelchair accessible. Hours of operation are 10:00 am to 10:30 pm daily.

Victoria Park Skating Oval

This is Edmonton's only speed skating oval and is the home of The Edmonton Speed Skating Club. It is open for public skating weekdays 3:00 pm to 10:00 pm, weekends 10:00 am to 10:00 pm. There are washrooms and warm-up shelters.

Gold Bar Park

This park has the newest outdoor rink, located in a ravine with a mountain-type atmosphere. Bonfire pits are available on the island. The pavilion offers a skate-change area and washrooms and is open daily 10:00 am to 10:00 pm.

Sport Fields

Throughout Edmonton's parks and school yards, there are more than 1,000 baseball and softball diamonds, as well as 960 football, soccer and rugby fields. The main fields are Commonwealth Stadium, Clarke Stadium, John Ducey Park, John Fry Park and Upper Gold Bar Park. These fields are used by amateur and professional sport groups. John Fry and Upper Gold Bar are open to the booking public. Just inside the city's southern limit is Ellerslie Rugby Park. This facility is owned and operated by several private rugby clubs and is a popular place for rugby practices and games.

Trail System and Bike Paths

The trail system which follows the river valley through the centre of the city consists of 34 kilometres of paved trails, 68 kilometres of hiking trails and four kilometres of equine trails. These trails are designed for multi-use activities. Paved trails are shared by pedestrians and cyclists and used for Nordic skiing in the winter.

Cyclists can also use bike paths outside the river valley system located throughout the city. These paths are divided into three classes:

Class 1: Bike Path

An exclusive path specifically designed for cyclists and pedestrians. They are located in areas where it is possible to prohibit motor vehicle traffic. This type of bikeway can be provided within rights-of-way of existing roads if space permits as well as through parks and recreation areas.

Class 2: Bike Lane

A physically delineated portion of an existing roadway designed for the exclusive or semi-exclusive use of bicycles. Separation is achieved by either providing a "bikes only" lane painted on the street or by providing a physical barrier separating the different modes of transportation. The bike lane can be on either one side or both sides of the roadway.

Class 3: Bike Route

Signed cycling routes utilizing existing roadways, where cyclists would share the roadway with other types of traffic. This type of bikeway does not provide cyclists with increased road privileges; rather, it informs motorists of the cycling route.

3.6.2 Water Based Recreation

Boating

Boating is a popular activity in and around Edmonton at locations including Lake Wabamun, Hasse Lake and the North Saskatchewan River. The river is used for boating activities and can be accessed from several parks within the city including: Capilano Park, Cloverdale Park, Whitemud Park, Emily Murphy Park, Fort Edmonton Park, and Laurier Park. Rundle Park and Hawrelak Park also have ponds where canoes and paddleboats can be rented.

Fishing

The region is not known as a destination for sport fishing. However, several lakes and rivers offer good fishing for visitors. The fisheries in Edmonton include:

River Fishing

The North Saskatchewan River provides some angling opportunities but actual utilization is low. Fishing success and the quality of the experience depends on the time of year. High water levels during spring runoff and again during mid-summer make fishing difficult. This is due to murky water and poor bank accessibility. During the rest of the season, the water is low and clear. Throughout the fishing season, fishermen catch mainly walleye, northern pike, goldeye and mountain whitefish.

Pond Fishing

Two ponds, both situated in city parks, are stocked with rainbow trout. The ponds at William Hawrelak and Hermitage Parks are annually stocked with 500 to 2000 trout respectively. Stocking generally occurs once in early May and again in late June. Children and families are encouraged to fish on these ponds. Angling is usually best during early summer when the water is cool.

Outdoor Swimming Pools

The swimming pools in the city are usually open following Victoria Day in May and close during the late summer or early fall. The outdoor pool season and hours of operation are largely determined by the weather. There are five public outdoor pools in the city in addition to those at private clubs and some larger hotel properties.

Windsurfing

Windsurfing experienced strong growth over the past ten years, and slowed to steady growth over the past four years. Participants are estimated to number from 2,000 to 5,000 and originate from Edmonton and the surrounding area. The season stretches from early spring to early fall with July and August being the busiest months for about 90% of the participants. Boards can also be rented at various boat rental stores. Lessons are also available through most rental outlets. All windsurfing activity is done outside Edmonton at lakes such as Wabamun, Alberta Beach, Sylvan Lake and Pigeon Lake.

3.6.3 Air Based Recreation

Hang Gliding

Edmonton's landscape does not favour hang gliding to a very large extent. However, for those who wish to practice the sport, the Government House Park located below the Provincial Museum is a favoured spot for hang gliders.

Hot Air Ballooning

Balloon rides are quite popular in Edmonton. There are six companies operating hot air balloons. Flights occur early mornings and late evenings due to better flying conditions. Although there are flights near the city centre, most flights occur outside the city centre parameter and out of town to avoid air traffic. Hot air balloon flights generally last between one hour and one and one-half hours, and cover an area of approximately 15 kilometres. Most hot air balloon companies give a certificate along with a traditional champagne toast after each flight.

Sky Diving

Three companies offer sky diving courses and jump periods. Training consists of several hours of ground school including videos. The first jump occurs at 3,000 feet. Subsequent jumps are for those with experience. Viewing is free for the general public. There is no sky diving within the city limits due to intensive air traffic. Sky diving operations serving residents and visitors to the region operate in the Sylvan Lake, Westlock Airport and Barrhead Airport areas.

3.7 Secondary Recreation Facilities

Tennis and racquetball/squash courts, curling rinks, recreational arenas, bowling alleys, and fitness clubs are scattered throughout the city. Several high schools also provide facilities for indoor recreational activities such as swimming and tennis.

Arenas

There are 17 public and several private (6) arenas throughout the city of Edmonton. These arenas can be rented by groups or individuals for hockey games and skating parties.

Indoor Swimming Pools

The City of Edmonton operates 13 indoor pools. The Kinsmen Sport Centre is the largest facility which includes a 50 metre swimming pool, a diving tank with three diving platforms and two springboards for diving, a warm-up pool (25 metres) and one teaching pool. The Kinsmen Sport Centre also includes a 200 metre indoor track, weight lifting facilities, racquet courts and suntan beds. There are also indoor pool facilities with limited public access at the University of Alberta and the Northern Alberta Institute of Technology.

In addition, West Edmonton Mall has a large indoor wave pool with waterslides in its' World Waterpark. The waterpark covers five acres, has six foot waves for surfing, an artificial beach and 22 slides, including a 600 foot long waterslide.

Tennis Courts

The City owns and operates 98 tennis courts in Edmonton. Courts are open daily from 8:00 am to 10:30 pm from spring to fall. No fee or reservations are required for the majority of public courts and play is on first-come first-served basis. Stadium Recreation Centre and Kinsmen Sport Centre (indoor courts) offer reserved courts for a small fee. In addition, tennis courts are also offered by neighbourhood community leagues and some private clubs.

Other

In terms of both public and private facilities, there are approximately 14 curling rinks, over 130 racquetball/squash courts, 17 bowling alleys (five and ten pin), 13 billiard halls and 37 aerobic, jazzercise and fitness clubs.

3.8 Travel Information Centres

Travel Information Centres offer information concerning travel, attractions, events, and assorted community information of interest to residents and tourists. In particular, free publications and maps are usually available. Some information outlets also provide electronic information on hotel accommodation and restaurants in the city.

There are eight Travel Information Centres in the Edmonton Tourist Zone. Four centres are open year round and the remainder are open between 12 and 19 weeks each year. Table 3-25 identifies the operator and lists the amounts and types of enquiries, while Table 3-26 identifies facility size and amenities for eight of these centres. Map 12 in Section 3.12 depicts the locations of the travel information centres.

Gateway Park is the largest centre in Edmonton in terms of size and number of visitor enquiries. In 1987, Gateway Park received over 93,000 enquiries. The centre features oil interpretive displays, a Hello Channel TV presentation with on-screen information of the city's attractions and events, as well as an electronic hotel accommodation guide.

The smallest sized centre is only 10 square feet and is located at West Edmonton Mall. Some centres offer conveniences such as washrooms, public phones, sewage disposal services, campgrounds, picnic tables, playground, and refreshments. Only Gateway Park and Edmonton East Travel Information Centres have both playgrounds and campgrounds.

TABLE 3-25
TRAVEL INFORMATION CENTRE INQUIRIES

	WEEKS OPEN	OPERATOR	NUMBER OF INQUIRIES					
			PERSONAL		TELEPHONE		MAIL	
			1987	1988	1987	1988	1987	1988
Zone 11: Edmonton								
Edmonton Gateway	52	Edmonton Tourism	91,155	15,762	1,901	-	-	-
Edmonton East	16	Edmonton Tourism	21,441	24,473	-	-	-	-
Edmonton Downtown	52	Edmonton Tourism	13,361	17,117	11,324	-	586	-
Edmonton West	16	Edmonton Tourism	16,150	18,277	-	-	-	-
Edmonton (Alberta Tourism)	52	Alberta Tourism	9,251	5,777	154,786	157,974	-	-
Edmonton (WEM/Jasper C of C) (z)	12	Chamber of Commerce	-	-	-	-	-	-
Edmonton (WEM/Private) (aa)	19	Private	-	-	-	-	-	-
Edmonton International Airport	52	Edmonton Tourism	9,662	6,513	467	-	-	-
Total:			161,020	87,919	168,478	157,974	586	0
Average:	34		26,837	14,653	42,120	157,974	586	0

(WEM) WEST EDMONTON MALL

(z) This centre was opened in 1988 by the Jasper Chamber of Commerce. It provides information primarily about Jasper National Park.

(aa) This centre is operated by Royal Tours. It provides information primarily about the mall and city tours.

- = Not available or not applicable.

(Source: Edmonton Tourism, Alberta Tourism and Pannell Kerr Forster research)

TABLE 3-26
TRAVEL INFORMATION CENTRES - FACILITY SIZE AND AMENITIES

	SIGNAGE			SIZE	CONDITION			FACILITIES						
	Poor	Fair	Good	Sq/Ft	Poor	Fair	Good	Washroom	Public Phone	Sewage	Camp-ground	Picnic Tables	Play-ground	Refresh-ments
Zone 11: Edmonton														
Edmonton Gateway			X	3,000			X	X	X	X	X	X	X	
Edmonton East		X		600			X		X	X	X	X	X	
Edmonton Downtown	X			200		X		X	X					X
Edmonton West			X	720			X	X	X	X		X		
Edmonton (Alberta Tourism)	X			-			X	X						
Edmonton (WEM/Jasper C of C)	X			30		X								
Edmonton (WEM/Private)	X			10		X								
Edmonton International Airport	X			-		X		X	X					X
Total	5	1	2	4560	0	4	4	5	5	3	2	3	2	2
Average				760										

(WEM) West Edmonton Mall

- = Not Available

(Source: Edmonton Tourism, Alberta Tourism and Pannell Kerr Forster research)

3.9 Community Services

Edmonton has a wide range of community services to handle various needs among residents and guests of the city. These include infrastructure such as the local police, post offices, medical facilities, libraries, and law courts. The major categories examined in this section are listed below:

- Municipal and Civic
- Legislative and Legal
- Financial
- Medical
- Educational
- Communication
- Retail

3.9.1 Municipal and Civic

City Hall

Edmonton's original City Hall constructed in 1957 will be replaced by a new City Hall. Construction is scheduled to begin in March 1990 with the completion date set for January 1992. The new structure will be approximately 130,000 square feet and built on the site of the old downtown city hall opposite Sir Winston Churchill Square.

The exterior will be covered in stone (Manitoba tyndalstone) with two pyramid roofs made of reflecting glass. One pyramid will cover the City Room, while the other will enclose the Council Chamber. Both pyramids will be lit in the evening to provide a "Northern Lights" effect. Also included is a large reflecting pool in front of the building to double as a skating rink in the winter.

The interior features a 100 foot x 100 foot City Room that will sit below the Council Chambers. This room will be centred around a large interior courtyard to be used for various cultural, ceremonial, and other related events.

Until the new City Hall is completed, municipal government offices will be located in several different downtown locations: Edmonton Public Library, The Boardwalk, Revillon Building, Centennial Building, Chancery Hall, Century Place, Edmonton Art Gallery, and the West Chambers Building.

Social Services

The Social Services Department, operated by The City of Edmonton, provides social assistance through a multitude of services. These include day care, family counselling, and help for seniors. Eight Social Service Centres are spread throughout the city.

Post Office

Nine postal stations located throughout the city offer a wide range of postal services. Edmonton's main post office is located downtown at 9808 - 103 A Avenue.

Fire Department

Edmonton has 6600 fire fighters in service, and 216 officers. There are a total of 24 firehalls through the city including one at the Municipal Airport.

3.9.2 Legislative and Legal

Law Courts

The Provincial Law Courts Building was built in two phases, the first in 1971 and the second in 1983. Six different types of courts operate in approximately 64 available courtrooms. The courts include Provincial Court, Court of Queen's Bench, plus Appeal, Youth, Family, Traffic, and Small Claims courts. Annually, the Alberta Law Society conducts an Open House for the general public to create educational court awareness, show mock cases, and award Canadian citizenships. Some court cases are open to the general public and groups such as school children.

Police

The Edmonton Police Force consists of 1,089 policemen (one policeman for every 530 citizens). In addition to the police force, another 279 civilians work with the police department to help with crime prevention. The Royal Canadian Mounted Police are responsible for surrounding communities such as St. Albert and Sherwood Park.

3.9.3 Financial

Banks, Trust Companies and Credit Unions

Edmonton has approximately 250 branches of Canadian chartered banks, as well as various foreign-owned banks. The city is also the headquarters for the Alberta Treasury Branches and the Canadian Western Bank. Approximately 44 branches of trust companies are located in Edmonton. A full range of financial services can also be found in the 17 credit unions in the city.

Other Financial Institutions

At least 30 other financial institutions offer various banking services such as consumer savings, loans and investments. Edmonton also has four foreign exchange brokers with one located at the Edmonton International Airport, another in West Edmonton Mall and two in the downtown area. As well, several cheque cashing services have emerged in the past few years.

3.9.4 Medical

Hospitals

There are approximately nine active treatment hospitals and 50 medical centres in Edmonton. The Grey Nuns Hospital and the Walter C. MacKenzie Health Science Centre (an extension of the University Hospital) were recently built. The Health Sciences Centre was named after the late Walter Campbell MacKenzie, a prominent Edmonton surgeon, researcher, educator and health care administrator. The University Hospital, the largest in Alberta, is one of the finest research hospitals, particularly in the field of open heart surgery. The Northern Alberta Children's Hospital is also located in Edmonton.

Ambulance

There are a total of 21 ambulance and four special unit vehicles operating out of eight stations throughout the city.

City Disaster Centre

The City Disaster Centre is a centre where all emergency services are coordinated in case of a high scale emergency such as floods, tornadoes, and major accidents. Emergency aid and supply is directed from one location which makes it more efficient.

3.9.5 Educational

Daycare

Edmonton has over 270 public and private daycare facilities. Of the total, about 97% are licensed operators. The daycare services provide care to children under six years of age.

Kindergarten to Grade 12

Edmonton has a wide range of educational facilities for students ranging from the preschool level to senior high. Several of these institutions also cater to those with special education needs.

Edmonton Public Schools has about 190 schools serving approximately 71,000 students in the local district. Due to an open boundary policy, students may enroll at any school that best meets their needs. Many schools also offer bilingual or partial immersion language programs.

The Edmonton Separate School System has over 80 schools with enrollment of about 28,000 students. The open boundary attendance policy is also in effect at these institutions. French immersion or bilingual Ukrainian is available at some schools.

Several private and public facilities cater to children with learning disabilities or those who are mentally handicapped. Some of the best known schools in this category include the Alberta School for the Deaf and the Glenrose Provincial General Hospital, the latter caters to those with multiple handicaps.

Post Secondary

University of Alberta

Canada's second largest english speaking university has more than 25,000 full time students in 19 different faculties. Several major faculties such as Medicine, Science, Arts, Engineering, Education and Agriculture provide bachelor, master or doctoral degree programs. The Faculte Saint Jean serves undergraduates with French language instruction. The University of Alberta also has extensive libraries, an observatory, an art gallery, museums, a tropical greenhouse, recreational facilities and off-site facilities such as research stations and a botanic garden. The University is located at 85 Avenue and 112 Street.

Two Christian liberal arts colleges, Concordia College and King's College, are associated with the University.

Northern Alberta Institute of Technology (NAIT)

This polytechnical institute works closely with local industry in determining the area's employment requirements. NAIT offers industrial, commercial, and academic programs to the 6,400 full time, 24,500 part time, and 4,750 apprenticeship students. Also available is on-the-job training for most trade programs. The Continuing Education Division offers credit and non-credit courses to part time students.

Grant MacEwan Community College

The college has programs in a variety of different areas: Academic Services, Business, Health Sciences, Community Services, and Outreach/Community Education. About 4,000 full time and 12,000 part time students are enrolled. The four campus locations are listed below:

Cromdale - 8020 - 118 Avenue
Jasper Place - 10045 - 156 Street
7th Street Plaza - 10030 - 107 Street
Mill Woods - 7319 - 29 Avenue

Grant MacEwan is planning to build a new campus on 104 Avenue and 101 Street over the next few years. Enrollment is expected to be around 6,500 students.

Alberta College

This educational institution provides instruction in business training, high school upgrading and music. Enrollment is 1,300 day students (200 part time), and 900 evening part-time students.

Alberta Vocational College

A variety of adult education upgrading courses are offered by this provincial government sponsored institution.

Libraries

The City of Edmonton has a number of public libraries available for the general public. Several libraries are located on the University of Alberta campus for students.

There are 13 public libraries in Edmonton. The main library is the Centennial Library located at Sir Winston Churchill Square downtown. The two storey building library includes a children's division located on the lower level, a theatre, audio visual equipment and materials and an art collection by local and international artists.

University of Alberta Libraries

The University of Alberta has the second largest university library system in Canada. It is also one of the major research libraries in North America. There are 12 libraries on campus providing information on separate subject areas. Some of these include the Cameron, Rutherford, John A. Weir, Herbert T. Coutts, Bruce Peel Special Collections Library, and the Humanities and Social Services Library. The library system contains over 3,000,000 volumes, including information in micro-format. The libraries serve the 25,000 full time students, numerous part time students, and the general public (the latter on a user fee basis). Services include circulation, reference, library instruction for students and staff, on-line searches, interlibrary loans, and many others. These libraries are generally open all year round except for some major statutory holidays.

3.9.6 Communication

Several forms of communication are available to visitors travelling to Edmonton. Similar to most Canadian cities, Edmonton offers the following modes of communication: telephone, newspapers, radio and television.

Edmonton Telephones provides telephone and telecommunication services to the citizens and businesses of Edmonton. More than 500,000 telephones are in use in its system.

Residents in and around Edmonton are served by two daily newspapers and numerous community, ethnic and cultural publications. Electronic media include ten AM and eight FM radio stations, four television stations, two cable companies connecting with four American networks and a number of pay TV service channels. The Hello Channel is presently active in a number of Edmonton accommodation properties. It provides a 20 minute visitor information program and targets business and tourist travellers.

Table 3-27 provides a current listing of radio and television stations in Edmonton.

TABLE 3-27
RADIO AND TELEVISION STATIONS AVAILABLE IN EDMONTON

RADIO STATIONS		TELEVISION STATIONS
AM	FM	
CFCW 790	CIRK 97	CFRN
CFRN 1260	CISN 104	CBC
CHED 630	CKNG 92.5	CBXFT (French)
CHQT 880	CKOF 101.9	CITV
CJCA 930	CKRA 96	
CKER 1480 (multicultural)	CKUA 94.9	
CKUA 580	CKXM 100	
CBC 740	CBC 90.9	
CHFA 680 (french)		
CJOI Wetaskiwin		

Source: Canadian Radio-Television & Telecommunications Commission, 1989.

3.9.7 Retail

Edmonton is becoming very popular as a major shopping hub. At present the city has over 30 retail shopping malls and numerous independent retail shops located throughout the city. Major shopping complexes generally have a variety of stores and services to offer. Most of these are listed in Table 3-28.

There has been considerable growth in the downtown core over the past decade. Downtown redevelopment and new shopping development projects have complemented the variety of retail establishments the city has to offer residents and the travelling public.

Although the shopping facilities and services appeal to the travelling public at large, there are several shopping developments that stand apart from the rest. Manulife, Edmonton Centre and Eaton Centre cater to the more affluent traveller while the remaining malls and retail establishments appeal to low and middle income travellers. West Edmonton Mall is certainly the largest of the shopping malls, attracting a wide range and a tremendous number of tourists on an annual basis. Chinatown and the Pacific Rim Mall have an oriental flavour and appeal to tourists originating from Asian countries.

TABLE 3-28
MAJOR RETAIL SHOPPING MALLS IN EDMONTON

Name	Stores and Services	Food and Beverage Outlets	Total
Abbotsfield Shopping Mall	23	2	25
Boardwalk Market	4	34	38
Bonnie Doon	82	18	100
Capilano Mall	57	9	66
Centennial Mall	32	4	36
Circle Square	22	3	25
Clareview Village Centre	31	3	34
COOP Shopping Centres:			
- Argyll Centre Mall	13	-	13
- Beverly Centre	1	-	1
- Castle Downs Centre Mall	15	-	15
- Delton Centre	5	-	5
- Westgate Centre Mall	3	-	3
Eaton Centre	40	6	46
Edmonton Centre	123	27	150
Grandin Park Plaza	28	3	31
Heritage Mall	142	18	160
Hub Mall	30	20	50
Kingsway Garden Mall	23	7	30
Lake Beaumaris Mall	27	4	31
Londonderry Mall	102	21	123
Manulife Place I and II	59	12	71
Meadowlark Park Shopping Centre	55	6	61
Millbourne Market Mall	30	5	35
Mill Woods Town Centre	90	15	105
North Town Mall	52	4	56
Northwoods	94	16	110
Pacific Rim Mall	9	2	11
Petrolia	9	2	11
Southgate Shopping Centre	120	20	140
Southpark Village Shopping Centre	20	5	25
St. Albert Shopping Centre	57	10	67
Strathcona Square	18	6	24
West Edmonton Mall	713	110	823
Westmount Shopping Centre	97	13	110
Whitemud Crossing	18	4	22
Yellowbird Centre	9	2	11
TOTAL	2,253	411	2,664

(Source: Edmonton Tourism 1989, Edmonton Yellow Pages)

3.10 Vehicle Services

Private vehicles, buses, trucks, and recreational vehicles are a popular mode of transportation for those travelling to and within Alberta. Vehicle services such as gas stations, truck stops, and other amenities are available in Edmonton and its vicinity for travellers. Two major categories of such services include service stations and sewage disposal stations.

Service Stations

Edmonton has nearly 335 service stations and over 70 of these stations are open 24 hours. The number of service stations operated by chains are listed below:

- Esso - 63
- Petro-Canada - 61
- Texaco - 30
- Shell - 49
- Husky - 23
- Hughes - 13
- Mohawk - 23
- Payless - 30
- Turbo - 20
- Gasland - 7
- Domo - 16

Edmonton's two major truck stops and locations include:

1) West Edmonton Truck Land - 16806 - 118 Avenue
2) Husky Car Truck Land - 4710 Calgary Trail Northbound

Sewage Disposal Stations

These stations are primarily used to dispose of recreational vehicle, trailer and portable toilet sewage. Six are located within city boundaries. There are also several sewage disposal facilities located in campgrounds located in Edmonton and the surrounding area.

3.11 Transportation Facilities and Services

Edmonton has a well developed system of air, road and rail links connecting other main population centres locally, nationally, and internationally. In addition to these transportation facilities, the city also has a variety of services to suit group or individual travel. Transportation topics covered in this section include:

- Highways and Roadways
- Informational and Directional Signage
- Airports
- Railway
- Bus Companies
- Edmonton Transit System
- Disabled Adult Transportation Services
- Shuttle Bus
- Limousine and Taxi Companies
- Car Rentals
- Parking
- Pedway System

3.11.1 Highways and Roadways

Major Highways and Roadways
The City of Edmonton is flanked and intersected by several major highways and roadways. These are profiled below in terms of location.

Highway 16 (Yellowhead Trail)
The Yellowhead Highway travels east/west through the city via Yellowhead Trail, and 170 Street/Stony Plain Road. It connects eastward to major centres such as Vegreville, Lloydminster and Saskatchewan, and west of Edmonton to Jasper National Park, Hinton, Edson and British Columbia.

Highway 16X
Highway 16X travels east and west, is located north of the city centre and branches off Highway 16 west of 170 Street.

Highway 14 (Sherwood Park Freeway)
Highway 14 is located on the southeast end of the city, running east towards Sherwood Park and then turning south, before running parallel to and south of Highway 16 to Saskatchewan.

Highway 2 (Calgary Trail)
Highway 2, south of the city, is the busiest highway entering and leaving Edmonton. This is the main highway to the Edmonton International Airport, Calgary and other locations south of Edmonton. Highway 2 via Calgary Trail Northbound leads directly to the city centre.

Highway 2 North (St. Albert Trail)
Highway 2 North allows access northwest of the city. The highway travels through St. Albert and north to Peace River.

Highway 15 (Manning Freeway)
Highway 15 accesses the northeast sector of the city, via 50 Street north of Yellowhead Trail to the Manning Freeway, and through to Fort Saskatchewan.

Highway 28 (97 Street)
Highway 28 accesses the north end of the city via 97 Street north of the Yellowhead Trail. The Highway travels through to Cold Lake and to Fort McMurray (via Highway 63).

Dangerous Goods Routes
The above Highways, together with Whitemud Drive, form the City's Dangerous Goods Routes.

3.11.2 Informational and Directional Signage

Several types of permanent informational and directional signs are posted in and around the city:

- welcome signs
- directional signs
- informational signs

"Welcome to Edmonton" signs are first encountered on the main highways at the city boundaries. Signs that have a green colour background and white printing are street signs that give directional information. Brown signs with white lettering indicate attractions, parks, and tourist information sites. In addition to this signage there is a tremendous variety of promotional signage along major thoroughfares advertising products and services in the City of Edmonton. Overall, informational and directional signage is good. However, there needs to be some improvements to direct people on routes through the City and to major points such as the airports, campgrounds and major attractions.

3.11.3 Airports

Edmonton International Airport

About 15,435 flights arrived at the International Airport in 1987 and a total of 987,494 air passengers landed at the Edmonton International Airport. Of these passengers, 848,324 were arriving from other parts of Canada and 139,170 were arriving from overseas. The major airlines landing at the International Airport are:

- Air Canada
- Canadian Airlines International
- Wardair Canada
- NWT Air
- Delta Airlines
- Northwest Airlines
- Time Air

Edmonton Municipal Airport

In 1987, over 5,800 chartered and scheduled flights landed at the Edmonton Municipal Airport. The total number of incoming passengers in that year exceeded 346,000.

There are 70 airline companies (charter services, scheduled air services) operating at the Municipal Airport. Some of the major airlines include Canadian Airlines International, Time Air, Air BC, and NWT Air.

Air Canada, operating with Air BC, and Canadian Airlines with Time Air both offer direct airbus flights to and from Calgary. Statistics indicate these airlines provide over 7,900 flights per year from Edmonton to Calgary.

Villeneuve Airport

Villeneuve airport, located north of Edmonton, is a federal airport open for public use. There are no scheduled passenger or charter flights. The airport is used for training and light aircraft aviation. It is also home of the Alberta Aerobatic Club.

3.11.4 Railway

VIA Rail

VIA Rail was formerly a subsidiary of Canadian National Railways until 1978, when it became a Crown Corporation. The passenger train connects Canada east to west, running through several major urban centres. The western route travels from Winnipeg through to Edmonton and Jasper on its way to Vancouver. About 720 rail stations in total are scattered throughout Canada. There are approximately 38 to 40 different passenger service routes with 12,800 miles of track traversing through eight provinces.

In Edmonton, there are two arrivals and departures on a daily basis travelling east and west. As part of the federal government's expenditure reduction process in 1989, VIA Rail has been examined. The government's objective is a substantial reduction in subsidies to VIA over the next four years and VIA has been asked to forward a business plan consistent with the new financial framework. Options which will be considered include: increase in fares, service reduction, closure and sale/transfer of part of the system. Assistance to provide service to remote communities will continue.

3.11.5 Bus Companies

Greyhound

Greyhound Bus Lines in Edmonton schedules 48 departures and 42 arrivals a day to all parts of Canada and the United States. There are 15 buses destined for Calgary and 16 buses arriving to Edmonton from Calgary each day. There are also 3 departures and 3 arrivals to and from Jasper National Park.

Red Arrow

Red Arrow Express provides a luxurious coach service. Each coach contains 25 reclinable seats with individual table and snack trays. Some coaches also have television. Complimentary snacks and refreshments are available on all trips. The Red Arrow travels to and from Calgary four times daily. In addition, two coaches travel to and from Fort McMurray daily. Reservations can be made in advance by telephone.

3.11.6 Edmonton Transit System

Public transit is provided by Edmonton Transit. Edmonton Transit operates 103 routes with 498 buses in service during peak hours including 52 electric trolley buses. The transit operation also has a Light Rail Transit (LRT) service which is 10.3 kilometres in length with four surface and five underground stations. The LRT operates from Oliver residential area west of downtown north to Clareview, a residential area in the northeast area of the city. Extension of LRT service to the University of Alberta is presently underway. During peak hours the LRT uses 24 cars. Visitors can purchase one-day, one-week or two-week transit passes which allows them unlimited use of the transit system for those periods.

3.11.7 Disabled Adult Transportation Services (DATS)

Operating since the late 1970's, DATS makes 1,600 to 1,800 trips a day. DATS offers door-to-door public transportation to physically disabled persons. As of September 1989 the mentally handicapped can also use this service. Appointments should be prebooked one or two days in advance. The buses operate from 6:00 am to midnight, 365 days a year. Groups, as well as individuals, are welcome. The service is also available to handicapped visitors by pre-registration.

3.11.8 Shuttle Bus

Yellow Cab operates the shuttle bus to and from the Municipal and International airports (Airporter). The Airporter travels from the Municipal to the International airports and back seven times a day and from:

- Jasper Avenue to the International Airport and back every 20 minutes from 5:20 am until midnight weekdays;
- Saturdays from 6:00 am until midnight every hour;
- Sunday from 6:00 am until 1:40 pm every hour; and then every 20 minutes until midnight.

3.11.9 Limousine and Taxi Companies

Limousines

There are over ten organizations offering limousine services in Edmonton. The largest company is Edmonton Limousine Services Ltd. offering a wide range of services including city and out of town tours. Limousine companies include:

Alberta Brougham Limousine Ltd.
Aristocrat Luxury Limousines Ltd.
Associated Limousine Service
Black Tie Luxury Limousine Ltd.
Coconut Limo-Line
Crystal Limousines
Edmonton Handi Vans
Edmonton Limousine Services Ltd.
Lillo's Limo's
Park Lane Executive Limousines
Presidential Limousine Service
Prestige Limousine
VIP Limousine Service
Yellow Cab Ltd.

Taxi

There are 13 taxi companies in Edmonton with a total of 1,257 cabs in service. The major taxi companies are Yellow Cab, Co-Op, Skyline, Prestige, Checker and Barrel.

3.11.10 Car Rentals

Edmonton has a wide variety of vehicle rental agencies from which the tourist can choose. All makes of automobiles, trucks, vans and recreational vehicles can be rented or leased by the day, week or month.

The Edmonton Yellow Pages provides a complete listing of the auto rental and leasing companies in Edmonton. The most recognized companies include international agencies such as:

- Avis Rent a Car
- Budget Rent a Car
- Hertz Rent a Car
- Thrifty Car Rental
- Tilden Car Rental

Each company offers competitive but different incentive packages for the tourist. Out of town reservations and most major credit cards are accepted by these agencies.

3.11.11 Parking

Edmonton has a total of 70,152 parking spaces within the Edmonton central business district. There are parking spaces along curbs, in lots located above and below ground, and numerous random parking spaces found off the main streets and in small lots. From 1986 to 1988 the total number of lots increased by 10.2%. Although parking availability is limited toward the very centre of the city, there is usually adequate parking available near the outskirts of the central business district.

3.11.12 Pedway System

The Edmonton downtown pedway system allows weather protected indoor access through much of the business district. This is of particular benefit during the winter months. Some of the pedways are above ground, while others connect buildings together below ground level. The following is a list of places connected through the pedway system:

- four hotels - Westin, Hilton International, Centre Suite and Macdonald (closed for renovation)
- 16 parkades with 5,998 parking spaces
- 87 restaurants and cafeterias
- 463 retail stores
- 13 movie cinemas
- Citadel Theatre and indoor Winter Garden
- four major department stores (Eatons, The Bay, Woodward's and Holt Renfrew)
- 13 bank branches
- the Convention Centre
- four LRT stations
- Centennial Library
- Edmonton Art Gallery
- Municipal Law Courts Building
- Federal Government Building (Canada Place)
- City Hall (under construction)
- two Athletic/fitness clubs (YMCA and Centre Club (private))
- 20 government buildings, business offices and buildings with over 530 offices

3.12 Gateways, Corridors and Linkages

Gateways are determined as access and transition points within Edmonton; corridors are primary vehicle thoroughfares through Edmonton; and linkages are connections within and surrounding Edmonton.

Edmonton is traditionally known as "The Gateway to the North". For bush pilots, prospectors and explorers, Edmonton was the last place to stock-up with supplies before continuing the journey north. Today, Edmonton has a large trading area serving central Alberta and northern Canada.

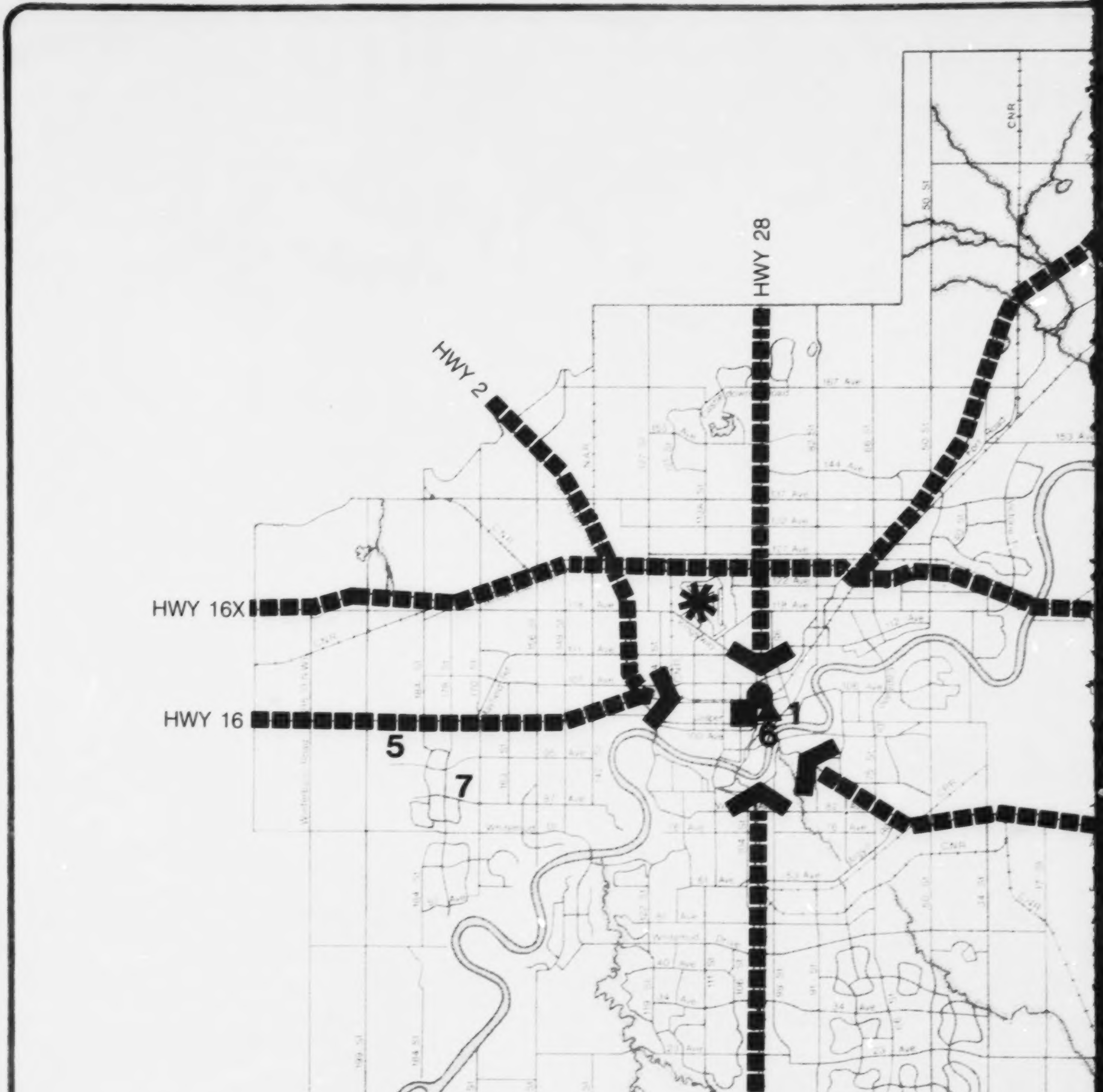
The major gateways include such points as:

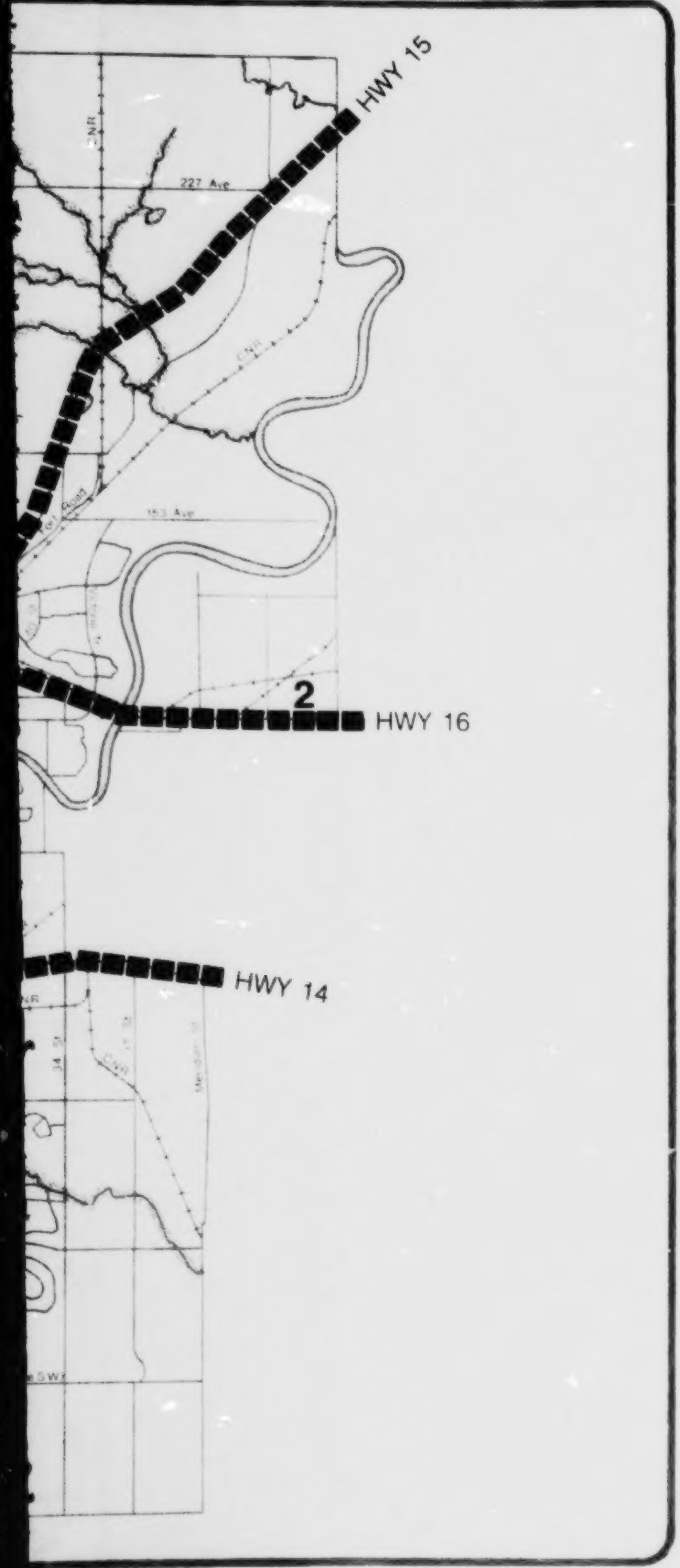
- Edmonton International Airport;
- Edmonton Municipal Airport; and
- VIA Rail Station in downtown Edmonton

Visual gateways are access and transition points within or on the outskirts of Edmonton that give the visitor the impression "they have arrived". Several visual gateways provide the visitor with a glimpse of the city skyline, downtown core or scenic river valley. These visual gateways include:

- 97 Street travelling south toward downtown
- 104 Street and 87 Avenue travelling north toward downtown
- Stony Plain Road travelling east toward downtown
- 95 Avenue travelling west to view downtown and river valley
- Calgary Trail and Ellerslie Road travelling north to view City skyline, and south to view the agricultural land

Maps 12 illustrates gateways, corridors and linkages for the tourist zone.


HWY 28
HWY 2
HWY 16X
HWY 16
1
6
5
7
3
HWY 2
4
CNR
167 Ave
153 Ave
144 Ave
137 Ave
118 Ave
112 Ave
106 Ave
82 Ave
76 Ave
51 Ave
23 Ave
Whitemud Drive
Ellerslie Road
19 Ave SW


HWY 15
227 Ave
CNR
CNR
153 Ave
2
HWY 16
HWY 14
CNR
CNR
34 St

MAP 12: GATEWAYS, CORRIDORS AND LINKAGES

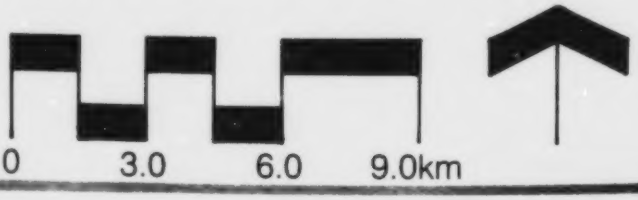
LEGEND:

- TRAVEL INFORMATION CENTRES
  1. EDMONTON DOWNTOWN
  2. EDMONTON EAST
  3. EDMONTON GATEWAY
  4. EDMONTON INTERNATIONAL AIRPORT
  5. EDMONTON WEST
  6. ALBERTA TOURISM
  7. WEST EDMONTON MALL - 2 CENTRES

● VIA RAIL STATION
▲ RED ARROW BUS STATION
■ GREYHOUND BUS STATION
■■ PRIMARY CORRIDORS INTO/THROUGH EDMONTON
^ VISUAL GATEWAYS
✳ AIRPORTS

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY EDMONTON, ALBERTA



The corridors listed below represent vehicle movement into and through Edmonton:

- **Highway 2** - the most significant route to the south which provides access to Red Deer and Calgary. Highway 2 also provides direct access to Northern Albertan towns such as Peace River, and Fort McMurray (via Highways 55 and 63).
- **Highways 16 and 16X** - are the main corridor to Jasper National Park. It also provides a link to major centres west of Edmonton such as Edson and Hinton, and provides linkages to northbound Highways 43, 32, and 40. Highway 16 east provides direct access to Vegreville, Lloydminster and Saskatchewan.
- **Highway 14** - this route is accessed at the southeast end of Edmonton, and also provides direct access to Saskatchewan.

Linkages identify significant connections to existing recreation areas, natural features, and major tourist destinations within and around Edmonton. Examples of these linkages include:

- **Jasper National Park** - where an average of over 2,500 vehicles pass through the Park gate each day.
- **Northern Alberta** - Edmonton provides linkages to northern Alberta, specifically, Fort McMurray, Grande Prairie, Peace River, High Level and beyond to the Northwest Territories.
- **Lloydminster** - a major centre located on the Alberta/Saskatchewan border.
- **Calgary** - a major centre located south of Edmonton.

3.13 Tourism Hospitality and Training

Over the last decade there has been an increase in the number of tourism hospitality training programs. This is largely due to the growing awareness amongst those affiliated with the industry concerning the present importance and future potential of the industry locally, regionally, nationally, and internationally.

There are numerous media campaigns, public relations initiatives, events and training/awareness programs in Edmonton aimed at improving tourism hospitality.

3.13.1 Media Campaigns and Public Relations Initiatives

- National Tourism Awareness Week is held during the 3rd week of May each year. The goal of this program is to increase awareness of the economic benefits of tourism and to enhance the credibility of tourism as an industry. During the week the following features or events occur:
    - media conference
    - "Tourism is Your Business" breakfast series for businesses
    - "Edmonton Grows with Tourism" tent cards for businesses
    - "You Make Me Smile" provincial campaign
    - other promotional initiatives
- The phrase "Edmonton, Canada's Festival City" used in conjunction with the promotion of the City's major festivals.
- The phrase "Klondike Days" is used in conjunction with the City's premier tourist event.
- The phrase "Gateway to the North" is used in promoting adventure product highlighting Edmonton's role in being the major transportation and services hub for northern Alberta, the Northwest Territories and Yukon.

- The "Edmonton: Official Host City" program was established to develop and promote a brand name status and to establish a competitive position in the marketplace. This program used an "add-on" graphic to all print material produced by Edmonton Tourism, its members, and others promoting Edmonton as a destination. The nature of the graphic lends itself to variations in use by groups, such as tour wholesalers, convention planners, tour companies and attractions, on their ads and printed materials.
- "Edmonton, Oil Capital of Canada" is used to publicize one of the major industries sustaining the Edmonton economy.
- "City of Champions" recently implemented by the City of Edmonton to highlight the professional and amateur championship teams and individuals and promote a sense of local civic pride in Edmonton.
- "Tourist of the Month" campaign is a joint venture between the Edmonton Jaycees and Edmonton Tourism. Visitors (usually a couple) are chosen at Gateway Park to be "Tourist of the Month" and are hosted as VIP's by the Jaycees. The intent is to draw media attention and increase awareness.
- **Take an Edmonton Break**
  - Purpose is to market Edmonton and area attractions as a group.
  - Goal is to promote local awareness of Edmonton attractions and awareness of Edmonton in the Alberta market.
  - Promotion is in its fourth year of operation as of Spring 1989.
- **"Official Host" Ambassador Event**
  - Takes place in March of each year
  - Coordinated through the Conference and Trade Show Marketing Division of Edmonton Tourism.
  - Awards are given to people who bring major conferences or trade shows to Edmonton.
  - Guests are often involved in local associations.
  - Purpose is to increase awareness and knowledge of Edmonton's conference and trade show facilities and services and to encourage others to attract and plan such events.

3.13.2 Training Programs

Several training programs exist in Edmonton for those who wish to enter the tourism and hospitality sector. Other programs assist those in the industry who wish to upgrade their skills or for those interested in a management career in the tourism industry.

A variety of programs are offered through educational institutions such as Alberta Vocational Centre, Northern Alberta Institute of Technology and the University of Alberta. A number of commercial and other organizations offer such programs including the Alberta Hospitality Resource Centre, Alberta Restaurant and Foodservices Association, Career College, Alberta Hotel Association, Alberta Tourism, Alberta Tourism Education Council and independent consulting firms.

Alberta Tourism conducts specific seminars to spread the tourism awareness message. Their aim is to educate, motivate and affirm good customer service for enrolled participants. Alberta Tourism's role in these seminars is program delivery. Prospective sponsors in the private or public sector, who want a seminar, are responsible for selecting their own registrants, and in booking a room and equipment. All courses are free-of-charge. Courses are offered in customer relations and travel counselling.

The customer relations seminars stress the benefits of tourism through the use of a film, slides, and group questions and discussions. Participants are taught customer relations skills such as listening, building customer confidence, courtesy, and handling difficult situations. The audience are asked questions which directly pertain to their particular jobs.

The Zone Travel Counsellor seminar operates in conjunction with Alberta Travel Zones to train travel information staff. The ultimate goal of these seminars is to encourage professionalism in the industry thus, promoting tourism in the province.

SECTION FOUR
HERITAGE RESOURCES

SECTION FOUR
HERITAGE RESOURCES

This section presents an assessment of heritage resources in Edmonton relative to the tourism industry. Rather than presenting a comprehensive history of Edmonton, it is an overview of Edmonton's history and historic sites and attractions which may be interpreted as most significant to the tourism industry. The themes discussed in this overview are those identified within the "Master Plan for Preservation and Protection of the Prehistoric and Historic Resources of Alberta" prepared by Alberta Culture and Multiculturalism. This plan provides a framework for identifying significant resources for interpretation. A basic inventory of significant heritage resources was compiled from secondary service material available from the Planning and Development Department of the City of Edmonton, Alberta Culture and Multiculturalism, Old Strathcona Foundation, Edmonton Tourism and various other sources identified in the bibliography of this report. Designated historic resources are listed in Section 4.4.

After discussing the thematic overview of heritage resources and identifying historical highlights, a discussion of major themes of interest for the development of tourism in the City of Edmonton is presented followed by a listing of designated historic resources.

4.1 Thematic Overview of Edmonton's History

4.1.1 The Fur Trade

Prehistoric peoples living in what is now north-central Alberta spent a great deal of time along the rivers. They depended on the fresh water, on the fishery, on firewood from the stands of trees along the banks, and on the shelter of high riverbanks like those of the North Saskatchewan.

Recent archaeological investigations have also shown that prehistoric peoples relied on stone quarries in what is now the Edmonton area. At the Strathcona Archaeological Site, on the east bank of the North Saskatchewan River across from Rundle Park, archaeologists have found stone flakes left there by stone age craftsmen as much as 5,000 years ago. This site was a stone workshop used over a period of thousands of years. Nearby concentrations of bison bones, hearth stones and scraping tools further reveal that prehistoric people often camped here during their seasonal travels.

European settlement and commercial activity near Edmonton began in 1795, when the Montreal-based Northwest Company established a fur trade post near Fort Saskatchewan. The post was called Fort Augustus. It was merely the latest in a series of attempts by the Nor-Westers to leapfrog over the rival Hudson's Bay Company posts along the length of the North Saskatchewan River. To counter this enterprising move, William Tomison of the Hudson's Bay Company built Edmonton House nearby in October of the same year. The new post took its name from Edmonton, England, the birthplace of Sir James Winter Lake, deputy governor of the Hudson's Bay Company.

After the amalgamation of the two companies in 1821, Fort Edmonton became a significant commercial trading post utilizing the Fort Assiniboine and Athabasca Landing Trail to open up trade and supply markets in the region.

The fur trade supply areas existed mainly in the north while the provisioning plains and parklands were mainly to the south. In the north, the Cree were most active in bringing in beaver, fox, otter and martin pelts to trade for goods of European origin. To the south, tribes of the informal Blackfoot confederacy ensured a steady supply of buffalo meat, from which pemmican was made for long canoe and cart trips through the North West.

The two forts moved several times. In 1802, they were situated near the present Rossdale Power Generating Station in the valley bottom, due to a lack of firewood at their original site. Eight years later, they moved sixty-five miles downriver to the Smokey Lake area, only to return to the Rossdale area in 1813. These periodic migrations ended in 1821, as the companies chose to end their trade differences through amalgamation under the Hudson's Bay Company banner. Not until 1829 did another, final move occur, when flooding of the North Saskatchewan forced the Company to relocate to higher land near today's Legislative grounds. A new fort was constructed there in 1846.

Metis made up a significant proportion of both the Hudson's Bay Company's permanent and casual work force, and by the 1860's there was a significant population living at places like Lac Ste. Anne and St. Albert. The development of missions at these centres and the steady influx of Metis from the Red River Settlement a thousand miles to the east created lasting communities within the commercial orbit of Fort Edmonton.

As its volume of trade in furs and other commodities grew, the Hudson's Bay Company replaced its York boat brigades on the North Saskatchewan and other major rivers with steamboats that connected Fort Edmonton with York Factory on Hudson Bay, its maritime outlet. The Company operated a substantial steamboat fleet from 1874 to 1900, and Edmonton served as an important transshipment point for goods heading north and west.

4.1.2 Settlement

It was not until the 1870's that Euro-Canadian settlement occurred outside the fort's protective palisade. In 1869-70, the Hudson's Bay Company land monopoly had ended with the British transfer of the North West to Canada. One of the first people in the Edmonton area to take advantage of the new situation was Malcolm Groat, who claimed one square mile of nearby land in 1871. The possibility of earning a living outside the employ of the Hudson's Bay Company became even more evident in 1875, when John Walter left the Company to start a ferry and boat building business on the south bank of the river, near today's Kinsmen Park.

Much of the impetus for such entrepreneurial growth came from anticipation of Canadian Pacific Railway construction through the community in the mid-1870's. The Dominion government, wishing to link British Columbia with eastern Canada and settle the fertile parkland belt of the prairies, seriously considered a northwestern route for the railway which came through the Edmonton district. These plans changed, however, and in the 1880's the Canadian Pacific Railway built through southern Alberta. Edmonton's first link with a railway did not come until 1891, when the Calgary and Edmonton Railway reached Strathcona. There, at the end-of-steel, a townsite developed that rivalled Edmonton across the river.

In 1898, placer gold was discovered in the Yukon. As a result, a brief but spectacular economic boom occurred in Edmonton. In 1899, thousands of gold seekers poured into Edmonton, which had been advertised far and wide as an excellent outfitting place on the "All Canadian Route" to the Klondike. Unfortunately, this overland route to the riches of the Yukon was arduous in the extreme and few prospectors actually reached the gold fields by way of it. Some of those who failed returned to Edmonton, however, to seek other business opportunities. Even though the gold rush through Edmonton was fleeting at best, it put the growing town on the map. However, it had little impact on the long term development and growth of Edmonton. The turn of the century was an era of transition for Edmonton. Economically, it was the passing of the mining era (Gold Rush) into an agricultural economy. As a result, the local population more than doubled from 1,165 in 1885 to 2,626 by 1901.

Even though Fort Edmonton still stood overlooking the North Saskatchewan, it was clear that its heyday and all that it represented was far in the past. Construction of the Alberta Legislature Building began in 1907, after Edmonton was designated the capital of Alberta. The building was completed in 1912. In 1915, the old Fort was dismantled. Although this event seemed to mark the end of an era, Edmonton would continue to serve as a trading centre for northern furs through the 1930's and beyond.

4.1.3 Economic Diversification

Since the arrival of the Calgary and Edmonton Railway, the economic balance had shifted tremendously in favour of commercial agriculture. The presence of the new transportation system, the promotion of emigration to the prairie west, the introduction of better strains of grain, and the resulting settlement of a crescent of arable land sweeping west from Medicine Hat to Calgary, up through Red Deer and Edmonton and then eastward toward Lloydminster promoted significant growth at Edmonton-Strathcona.

What followed was nothing less than a second, more important economic boom. The confidence of the local people was shown clearly in 1904, when they incorporated Edmonton as a city with more than 8,300 residents. In 1905, its fortunes received another boost when Frank Oliver, the Minister of the Interior, selected Edmonton as the capital of the new Province of Alberta. This ensured Edmonton's future role as the government centre of the province. Further growth came from construction of two new transcontinental railways through Edmonton - the Grand Trunk Pacific, and the Canadian Northern.

There is no better measure of the significance of these developments than local population growth. In 1906, the population of Edmonton-Strathcona exceeded 14,000 people. Six years later, when the two communities, Edmonton and Strathcona, finally chose to amalgamate, their combined number of citizens exceeded 53,000.

By the start of the Great War in 1914, then, Edmonton was well established as an important agricultural, transportation, and government services centre. In the decades that followed, the city was to become equally renowned for its participation in the opening of the north and as a centre of the petroleum industry. Over the course of nearly two centuries, Edmonton has not only retained but greatly expanded its role as a major player within the financial, social, and cultural spheres of western Canada.

Settlement of Edmonton and the surrounding area was largely brought about by agriculture in the first few decades of the 20th century up to World War II. Many Europeans such as Ukrainians, and Germans chose to settle in Edmonton and area.

The 1920's also marked the establishment of Jasper National Park, almost 360 kilometres west of Edmonton on the Yellowhead Highway. This established Edmonton as a major service centre for the park.

The 1920's also added another economic dimension to Edmonton with the establishment of Blatchford Field as the main transport link to the north. Bush pilots based in Edmonton became famous as pioneers. Today, Canada's Aviation Hall of Fame is located in Edmonton.

At the end of World War II, the return of military personnel and their families was soon followed by thousands of people from Europe. The population grew to 113,000.

4.1.4 Resource Development

In February of 1947, the Leduc oilfield struck a major find. This significant oil find ushered in a new industrial era which broadened Edmonton's economic base. Edmonton changed from a farming community to a centre for oil and gas exploration. Shortly after the Leduc find, the number of oil producing wells in Alberta increased from 418 to 7,390, with 75% of these lying in the farming region around Edmonton. During the early 1950's, $400 million was spent constructing manufacturing facilities and oil processing plants in the Clover Bar area just east of Edmonton.

The "oil" boom also gave rise to other resource development and related activities in Northern Alberta and Canada. Edmonton grew as the "Gateway to the North" for mining, forestry, service, construction and manufacturing industries.

In 1971, the Natural Gas Trunk Line was completed from Alberta to eastern and western Canada markets as well as California. The world's first commercial oil sands plant was also constructed near Fort McMurray during the early 1970's by the Great Canadian Oil Sands Ltd.

In 1982, the City annexed 143 square miles (37,037 hectares) to accommodate continued growth. This made it the second largest city in Canada by physical size with a total area of 270.5 square miles (70,059 hectares).

4.2 Historical Highlights

1795	Northwest Company establishes Fort Augustus near present site of Fort Saskatchewan, which now lies northeast of Edmonton.
	Hudson Bay Company establishes Edmonton House in October.
1821	Northwest Company amalgamates with Hudson Bay Company. Fort Edmonton grows into an important western trading centre. In ensuing years the Fort relocates five times, with the last Fort built in 1846 just below the present site of the Legislature. It was dismantled in 1915.
1861	Father Lacombe establishes St. Albert.
1870	Northwest Territories becomes part of Canada.
1871	Methodist mission established.
1874	Northwest Mounted Police arrive.
1875	First steamboat churns into Edmonton.
1879	Telegraph line reaches the community.
1880	Edmonton Bulletin, the town's first newspaper, begins publication.
1881	First public school opens.
1882	Edmonton settlement surveyed.
1885	Riel Rebellion occurs.
1886	First telephone service begins.
1891	Calgary and Edmonton Railway reaches Strathcona, just south of the river from Edmonton.
	First electric plant begins operation.
1892	Edmonton incorporates as a town.
	Edmonton's first switchboard, a second-hand Bell instrument worth $200, is installed.
1893	Alex Taylor starts the Edmonton Electrical Company Limited and the Edmonton District Telephone Company Limited.
1899	Edmonton is established as the starting point for the "Overland" route to the Klondike gold fields in the Yukon. Highly renowned, but mostly unsuccessful.

1899	South Edmonton becomes Strathcona.
	Edmonton's first pay phone is installed in MacKenzie's Book Store.
1900	Low Level Bridge opens to traffic.
	Edmonton's first policeman is appointed.
1902	Taylor's Power Company becomes a municipally owned utility.
	Rossdale Power Plant is constructed.
1903	Edmonton Journal begins publication.
1904	Edmonton incorporates as a city, with a population of 9,000.
	First automobile cruises city streets.
	Taylor's phone company is purchased by the City.
1905	Edmonton becomes capital city of the new Province of Alberta.
1907	Golfers take to the greens on first Municipal golf course.
1908	Street car system begins operating: to continue until 1951
	University of Alberta doors open to students. Dr. Henry Marshall Tory, and four professors held classes for 45 students for the first time at the University of Alberta.
1909	The first full blood Indian to be accepted by a Canadian municipal police force joins the Edmonton Police. He later represents Canada in the 1912 Olympics.
1910	North and West Edmonton established.
1912	Strathcona amalgamates with Edmonton to form city of 53,611.
	North Edmonton joins city.
	Alberta Legislature Building opens.
1913	Public libraries open in Edmonton and Strathcona.
	High Level and 105 Street bridges open.
1914	First World War begins.
1915	Macdonald Hotel opens.
	Fort Edmonton dismantled.

1917 West Edmonton joins city.

1918 Armistice - end of First World War.

1920 City takes over landing strip from farmer: within three years it is being used to open up the Arctic by air. Officially named Blatchford Field in 1924, it is licensed as the Municipal Airport in 1926. The airport has since tallied peak landings and takeoffs of 280,000 a year.

Start of organized sport in Edmonton with the Edmonton Eskimos team being the first western Canada football team to play in the Grey Cup.

1921 United Farmers of Alberta sweep into office as the Provincial Government.

1922 CJCA, Alberta's first radio, begins broadcasting.

1923 Edmonton begins using natural gas.

Hockey became a part of Edmonton with the Edmonton Eskimos Hockey club playing in the Stanley Cup.

1924 First swimming pools open.

1928 Official opening of the new C.N.R. station at the north end of 100 Street (where the current station stands). The first eastbound Super Continental train came through the city.

1932 Motor buses introduced.

1935 Social Credit government elected.

1939 First electric trolley runs.

Royal Visit of King George VI and Queen Elizabeth.

Second World War begins.

1943 Alaska Highway opens, further cementing Edmonton's role as "Gateway to the North".

1945 VE (Victory in Europe) Day marks end of Second World War in Europe.

VJ (Victory in Japan) Day marks end of war in Japan and Second World War.

1947 Leduc Number One oil well strikes oil, and establishes Edmonton as "Oil Capital of Canada". Rich in oil and tar sands, Alberta has an economy made up largely of petrochemical, natural gas, oil and coal industries.

1950	Interprovincial Pipe Line built.
1951	Edmonton Transit introduced new, quieter trolley buses to replace streetcars.
1957	Current City Hall built.
	Edmonton International Airport opens.
1961	Beverly amalgamates with Edmonton.
1964	Jasper Place amalgamates with Edmonton.
1966	Rossdale Power Plant completes latest expansion.
1967	Provincial Museum opens.
1969	Capilano Bridge opens.
1970	Clover Bar power plant begins operation.
	Clover Bar Generating station opened, expansions started.
1971	Progressive Conservative provincial government elected.
	James McDonald Bridge opens.
	Alberta completed its Natural Gas Trunk line to deliver gas to eastern and western Canada markets as well as to California.
	Construction of the world's first commercial oil sands plant near Fort McMurray by Great Canadian Oil Sands Ltd.
1978	Light Rail Transit (LRT) opens from north end to downtown.
	Edmonton hosts the XI Commonwealth Games, an athletic competition among nations of the British Commonwealth. The Games were catalyst for construction of many of Edmonton's fine sports facilities, including the Commonwealth Stadium, which seats more than 60,000, Kinsmen Aquatic Centre and the Argyll Velodrome. Queen Elizabeth and Prince Phillip open the Games.
1979	Edmonton celebrates its 75th anniversary.
1981	Phase I of West Edmonton Mall opens.
1982	Annexation of 37,037 hectares makes Edmonton Canada's second largest city by area, with 70,059 hectares.
	First commercial use of fibre optics for customers of the City's telephone company.

Construction starts at Edmonton Power's Genesee Power Plant.

Eskimos win fifth consecutive Grey Cup.

1983 Edmonton hosts the XII Universiade, which draws university athletes from around the world to compete in an event considered second only to the Olympics in importance among sports enthusiasts.

Prince Charles and Diana, Princess of Wales, visit Edmonton; Prince Charles opens Universiade on July 1.

Phase II of West Edmonton Mall opens.

1984 His Holiness, Pope John Paul II visits Edmonton in September, celebrates mass with more than 100,000 persons near Namao Airport.

Edmonton Oilers Hockey Club win their first Stanley Cup as champions of the National Hockey League.

1985 Oilers win second consecutive Stanley Cup.

Phase III of West Edmonton Mall opens.

1987 Oilers win third Stanley Cup.

Eskimos win their tenth Grey Cup.

1988 Oilers win fourth Stanley Cup.

1989 Canadian Airlines International non-stop service from Toyko to Edmonton commences.

4.3 Themes of Significance to Tourism

The rich heritage of Edmonton gives rise to several themes that are and can be represented to visitors. Some of the more significant themes are as follows:

- **Fort Edmonton** - The fur trade and settlement themes are represented through the history of the forts. The fort and the settlement of Edmonton after the fur trade are portrayed in Fort Edmonton Park located a few miles upstream from the site of the last original Fort Edmonton. The reconstruction of the Fort as it was in 1845 is the focal point of the theme park which also features historical recreations and original structures located on 1885 street, when Edmonton became a town, 1905 when Alberta became a province and 1920 showing Edmonton's early development. In 1990, a riverboat will once again ply the waters of the North Saskatchewan connecting the downtown area to the Fort.

- **Downtown** - The settlement of Edmonton through commercial activity is represented by the historic sites and buildings in the downtown and surrounding area. These are the subject of several tours, character areas and proposed developments. The very hub of early Edmonton still remains basically intact.

  There are several buildings in the east end of downtown between 96 and 97 Streets that represent Edmonton's last remaining concentration of pre World War I commercial buildings. The Hub Hotel, built in 1882, the City's oldest hotel in continuous use, the Brighton block which previously housed the studio of photographer Ernest Brown, and the Gibson Block which is Edmonton's only "Flat Iron Building" are just some of the buildings in the "Old Towne" area. The Edmonton Downtown Development Corporation (EDDC) has proposed the "Old Towne Market" project which would preserve the facades of the historic buildings in this area, create a public marketplace with 550 residential units, specialty retail outlets, restaurants, a children's market, artists' studios, loft offices, an arts and culture complex, two hotels and parking. Existing and proposed projects involving heritage and arts resources in the downtown including the Boardwalk Market, Concert Hall, Heritage Trail, Macdonald Hotel redevelopment, Citadel Theatre, Rice Howard Way, Jasper Avenue and many others will portray the settlement, economic diversification and resource development themes to visitors. There are numerous tour guide books available from various sources which describe historic sites and buildings and their significance.

- **North Saskatchewan River Valley** - The North Saskatchewan River was the route that ultimately allowed settlement of Edmonton to occur. It is the focal point of a somewhat romantic and glamorous history involving riverboats, pioneers of the city and landmark decisions by City Council. Riverboats once plyed the waters of the North Saskatchewan River for taking goods to their markets, bringing supplies to residents and providing a form of entertainment. The river has also affected settlement of the community primarily due to its flooding, restricting development, and City Council choosing to preserve the valley for parkland. Several small communities still exist in the river valley. For the most part it has been preserved as a natural park area providing Edmontonians with one of North America's largest central parks. As far back as 1912, City Council has made decisions to preserve the river valley as a natural environment. Even as recently as 1985, City Council once again past a river valley bylaw ensuring that the majority of land will be used for parkland. The river valley also hosts many of the city's major tourist attractions such as Fort Edmonton Park, Muttart Conservatory, an extensive trail system, the Valley Zoo, John Ducey Park, several golf courses, the Kinsmen Complex, and the Strathcona Archaeological Centre.

- **Multiculturalism** - Edmonton has been an attractive place for many of the dreams of settlers. The economic fortune brought about largely by resource development has attracted peoples from over 50 nations with the predominant groups being of British, Ukrainian, French and German descent. Today, there are approximately 400 ethnic organizations in Edmonton which play an active role in the city's business, cultural and social environment. These cultures are represented in arts, entertainment, restaurants, commercial and residential areas, religion, festivals and business activities.

- **Old Strathcona** - The Strathcona area which played such an integral role in the establishment of Edmonton has been preserved and rejuvenated by the Old Strathcona Foundation. Many of its residential and commercial components have been restored along with the programming of several activities including the Fringe Theatre Event, Farmer's Market, Princess Repertory Theatre, walking tours, street dancing and other special events. Most of the historic buildings are still in commercial use today and provide a unique shopping and entertainment environment for visitors.

- **Oil and Gas Industry** - This industry has spawned most of the development of the city and the surrounding region over the past few decades. The many oil and gas discoveries and the role of Edmonton as "Gateway to the North" has made Edmonton one of the most modern cities in North America. However, much of this activity is not well represented for visitors. There is a limited interpretive exhibit at Gateway Park Tourist Information Centre. The Leduc oil discovery, the refineries, petrochemical industry and research facilities are generally not interpreted or accessed by most visitors.

- **The Klondike Gold Rush** - Klondike Days is one of the most popular tourist festivals in Edmonton. Although the Klondike theme is based on an event that was not centered in Edmonton, "Klondike" represents an exciting and dynamic image centered around resource development. Rather than thinking of it as a particular point in time, it may be more appropriate to think of it as an attitude which still exists in Edmonton amongst its residents who have been drawn to the city to try their hand at reaping the rewards of resource development in the frontiers of Northern Alberta and Canada. Apart from the ten days of the Klondike Festival during late July, there is little evidence of the Klondike theme throughout the year. People in period costumes, entertainment, food and events centered around the Klondike theme throughout the year would provide a stronger and more successful image of the Klondike for visitors and residents.

4.4 Designated Historic Resources

Table 4-1 provides a list of designated historical resources in the City of Edmonton. These resources have been designated by the Provincial Government beginning in the mid 70's. The list features many of the buildings already included in walking and driving tour guides. There are three major concentrations of historic buildings in Edmonton:

- Warehouse District along 104 Street between Jasper Avenue and 104 Avenue;
- Old Towne between 95 and 96 Streets, which was Edmonton's first downtown core; and
- Old Strathcona, mainly along 82 Avenue between 102 and 106 Streets.

The City has also designed and developed the Heritage Trail on the north side of the River Valley edge from 116 Street to the Edmonton Convention Centre. The Trail functions as an outdoor museum connecting a series of important public places, historic sites and magnificent views of the River Valley.

These resources provide opportunities for further interpretation of the settlement of the city in a fashion that will prove interesting for residents and visitors.

City Council can declare a Municipal Historic Resource under authority of the Alberta Historical Resources Act. One building in Edmonton has been designated by City Council -- the Hotel Macdonald. The Act specifies that the municipality must compensate the owner of any property designated, but it does not detail how this compensation is to be achieved.

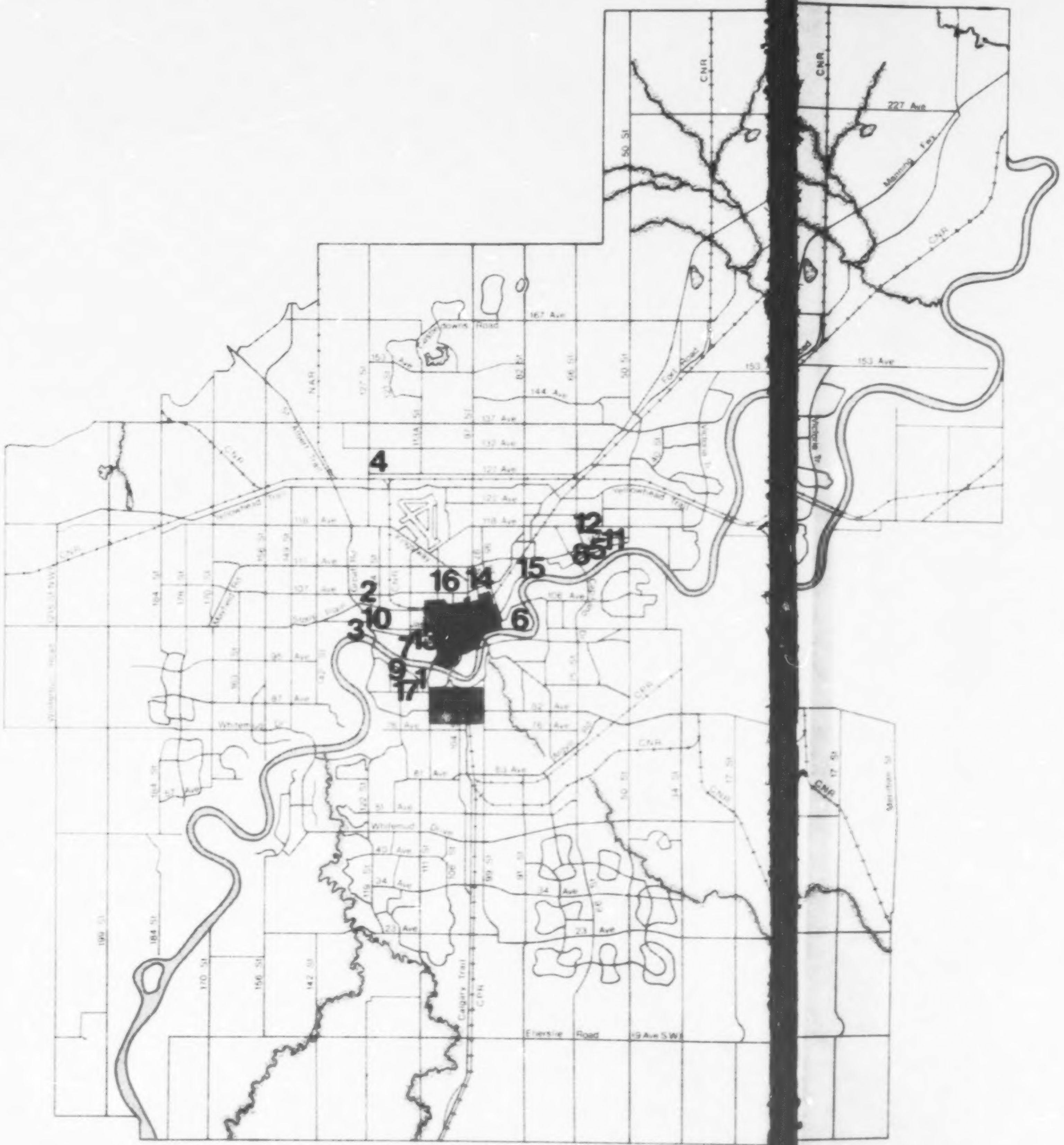
Map 13 identifies designated heritage resources in Edmonton.

TABLE 4-1
DESIGNATED HISTORIC SITES

NAME	LOCATION
Downtown	
First Presbyterian Church	10025 - 105 Street, Edmonton
Gibson Block Building	9604 - Jasper Avenue, Edmonton
Hotel Macdonald*	10021 - 100 Street, Edmonton
Land Titles Building/Victoria Armouries	10523 - 100 Avenue, Edmonton
McKay Avenue School & 1881 School	10425 - 99 Avenue, Edmonton
Rossdale Brewery	9843 - 100 Street, Edmonton
Old Strathcona	
Bard Residence	10544 - 84 Avenue, Edmonton
Chapman Brothers Ltd.	10423 - 82 Avenue, Edmonton
Connaught (Strathcona) Armouries	85 Avenue and 103 Street, Edmonton
Dominion Hotel	10324 - 82 Avenue, Edmonton
Douglas Block	10442 - 82 Avenue, Edmonton
Gainer Block	10341-43 - 82 Avenue, Edmonton
Holy Trinity Anglican Church, Edmonton	10037 - 84 Avenue, Edmonton
J.J. Duggan House	10515 Saskatchewan Drive, Edmonton
Klondike (Princess) Theatre	10335 - 82 Avenue, Edmonton
Knox Presbyterian Church	8403 - 104 Street, Edmonton
McKenzie Residence	8603 - 104 Street, Edmonton
McLean Residence	10454 - 84 Avenue, Edmonton
O'Brien Mather Residence	10311 Saskatchewan Drive, Edmonton
(Old) Firehall #6	10322 - 83 Avenue, Edmonton
Richards Block	10422 - 82 Avenue, Edmonton
Ritchie Mill	10170 Saskatchewan Drive, Edmonton
Ross Block	10313 - 82 Avenue, Edmonton
Sheppard House	9945 - 86 Avenue, Edmonton
South Side Post Office	10501 - 82 Avenue, Edmonton
Strathcona Hotel	10302 - 82 Avenue, Edmonton
Strathcona Public Library	8331 - 104 Street, Edmonton
Other Areas	
Emily Murphy House	11011 - 88 Avenue, Edmonton
Gibbons Residence	10534 - 125 Street, Edmonton
Government House	12845 - 102 Avenue, Edmonton
Grant McConachie House	12909 - 121 Street, Edmonton
Holgate Mansion	6210 Ada Boulevard, Edmonton
Hunter Residence	9351 Cameron Avenue, Edmonton
LeMarchand Mansion	11523 - 100 Avenue, Edmonton
Magrath Mansion	6240 Ada Boulevard, Edmonton
Old St. Stephen's College	8820 - 112 Street, Edmonton
Prince of Wales Armouries	10440 - 108 Avenue, Edmonton
Ravina Apartments/McIntosh Residence	10325 Villa Avenue, Edmonton
Rees Residence	6124 - 111 Avenue, Edmonton
Ross Residence	11563 - 64 Street, Edmonton
Rutherford House	11153 Saskatchewan Drive, Edmonton
St. Joachim's Church	9920 - 110 Street, Edmonton
St. Josephat's Ukrainian Catholic Cathedral	10825 - 97 Street, Edmonton
Sheriff Robertson Residence	8120 - Jasper Avenue, Edmonton

Source: Historical Resources Designation List,
Alberta Culture and Multiculturalism.

* Municipal Historic Resource designation only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12
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16
14
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6
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13
9
1
17
167 Ave
153 Ave
144 Ave
137 Ave
132 Ave
127 Ave
122 Ave
118 Ave
107 Ave
106 Ave
82 Ave
76 Ave
63 Ave
51 Ave
43 Ave
34 Ave
23 Ave
227 Ave
CNR
NAR
CPR
Calgary Trail
Ellerslie Road
19 Ave SW
Whitemud Dr
Yellowhead Trail
Manning Fwy
Castle Downs Road

MAP 13:
HERITAGE RESOURCES

LEGEND:

CONCENTRATION OF DESIGNATED HISTORIC SITES:

■ DOWNTOWN

■ OLD STRATHCONA

See Table 4-1 For Complete Listing of Designated Historic Sites

OTHER DESIGNATED HISTORIC SITES:

1. EMILY MURPHY HOUSE
2. GIBBONS RESIDENCE
3. GOVERNMENT HOUSE
4. GRANT McCONACHIE HOUSE
5. HOLGATE MANSION
6. HUNTER RESIDENCE
7. LeMARCHAND MANSION
8. MAGRATH MANSION
9. OLD ST. STEPHEN'S COLLEGE
10. RAVINA APARTMENTS/McINTOSH RESIDENCE
11. REES RESIDENCE
12. ROSS RESIDENCE
13. ST. JOACHIM'S CHURCH
14. ST. JOSEPHAT'S UKRAINIAN CATHOLIC CATHEDRAL
15. SHERIFF ROBERTSON RESIDENCE
16. PRINCE OF WALES ARMOURIES
17. RUTHERFORD HOUSE

PANNELL KERR FORSTER
In Association With:
Earthscape Consultants August 1989

TOURISM DESTINATION AREA STUDY EDMONTON, ALBERTA

0 3.0 6.0 9.0km

4.5 The City's Role in Heritage Preservation

Historic preservation has been addressed in public policy in Edmonton since 1938. The Edmonton Historical Board and its predecessors have advised City Council regarding maintenance of archives, collection and display of public artifacts and purchase of properties or objects of historical significance.

In 1974, the Heritage Sites Selection Committee was established as a subcommittee of the Edmonton Historical Board to advise Council on the protection of historic sites and buildings. Committee members are drawn from volunteer groups and from the civic administration.

In 1980, Council adopted a new General Municipal Plan that clearly directed the administration to promote the preservation of Edmonton's historic resources. Later that year, a Heritage Officer was appointed in the Planning and Development Department to fulfill the General Municipal Plan's heritage policies.

The city's Heritage Program strives to:

- identify and evaluate Edmonton's heritage resources;
- monitor development permit applications to detect situations that threaten the city's historic buildings, and where possible, recommend to the owner and Council means of saving the building;
- build community awareness of the value of heritage conservation; and
- implement an incentive policy that will financially support owners willing to retain historic buildings.

SECTION FIVE
THE ECONOMY AND HUMAN RESOURCES

SECTION FIVE
THE ECONOMY AND HUMAN RESOURCES

Business travellers support a very large portion of the tourism industry in Edmonton. It is important that the economic development and human resources of the city be examined in the context of tourism and the effects it will have on future growth and development. The following section provides a synopsis of the city's economy and human resources. The main sources of information used for preparation of this section are reports produced by the Edmonton Economic Development Authority.

5.1 The Economy

Although Edmonton's traditional strengths lie in extensive oil, gas and other energy resource industries, its economy has diversified considerably over the decades and is expected to diversify even more by the end of this century. The diversification is expected to occur particularly in the forestry, textile and advanced technology sectors. A number of forestry projects are currently underway in Northern Alberta and are valued at $3.2 billion. Edmonton is expected to play a major role in supplying the construction and operation of these major projects.

The energy and petrochemical industries are also experiencing new growth with announced projects valued at over $15.5 billion. Including these projects, more than $30 billion worth of major industrial projects have been announced for Edmonton and its trading area mainly to the north. Most of these projects are expected to be completed by 1995.

The development of the forestry industry is based on the large tracts of untapped forest resources in northern Alberta. This sector is now providing Edmonton with new opportunities for diversification with ready markets in central Canada, the United States and the Pacific Rim.

Edmonton is also host to a wide array of research institutions, post-secondary educational facilities and advanced technology enterprises. Edmonton firms are involved in the development of world class medical technologies, biotechnologies, pharmaceuticals, specialty chemicals, lasers, electronics, instrumentation, computers and aero space components. The Alberta Research Council (ARC), Canada's oldest and largest provincial research organization, is headquartered in Edmonton. This organization promotes technology development, responds to the needs of the private sector and conducts applied research. The ARC's new $65 million laboratory and research complex in the Edmonton Research and Development Park includes a $10 million biotechnology pilot plant as well as other research and testing laboratories. Also located in this facility is the Electronics Test Centre which is the only facility in the Pacific Northwest with the capability of testing products to meet U.S. government and military specifications.

The University of Alberta is a major research and educational centre conducting substantial advanced technology research. The University of Alberta houses the Alberta Microelectronic Centre, the Centre for Frontier Engineering Research, and the Alberta Centre for Machine Intelligence and Robotics.

Alberta Oil Sands Technology and Research Authority, the Alberta Heritage Foundation for Medical Research, the Alberta Laser Institute, the Alberta Telecommunications Research Centre, and the Research Division of Syncrude Canada Limited which is the province's largest private sector research facility, are major research organizations and facilities located in Edmonton. Research centres located near Edmonton include the Coal Research Centre in Devon and the Alberta Environmental Centre in Vegreville.

A number of Edmonton's traditional strengths which draw business visitors to the city include:

- Over 80% of Canada's oil reserves are located in Alberta and over 80% of the producing oil wells are in the Edmonton market area.
- Edmonton is the major service and distribution centre for the Alberta Oil Sands, the largest oil sands crude bitumen deposit in the world.
- Metro Edmonton refineries process over 85% of Alberta's petroleum products.

- Approximately $11 billion worth of new and expansion pipeline projects are in the works for the Edmonton service area.
- Approximately three-quarters of the recoverable coal reserves in Canada are situated in Alberta, with the majority of these reserves within a few hundred miles of Edmonton.
- Edmonton has ready access to an abundant supply of minerals for construction and industrial use.
- More than 90% of the water flow in Alberta is in the northern part of the province, which is Edmonton's service area.
- More than 60 industrial parks are located in Edmonton and area with approximately 12,000 hectares (30,000 acres) zoned for industrial use.
- The Edmonton market area contains over two-thirds of the province's farms and the majority of Alberta's hog and poultry production facilities. This important agricultural sector provides a base for Edmonton's third largest manufacturing activity -- the food and beverage industry.
- Petroleum and coal products make up Edmonton's largest manufacturing sector, accounting for over $2.9 billion in shipments in 1987. Edmonton's petrochemical industry is the second largest manufacturing sector, producing $1.3 billion worth of shipments in 1987.
- More than $15 billion in oil, gas and petrochemical investment has been announced for the Edmonton trading area.
- Film making has also become an important sector in Edmonton's economic diversification program. Almost a dozen production companies have established operations in Edmonton and there is a growing pool of creative talent and technical expertise.
- Edmonton Northlands is proposing to build a "world trade showcase" to provide permanent space for world trade related activity and the focal point for continuing development and promotion of international trade and investment throughout western Canada.
- There is a proposal to establish Canada's only international school of business in Edmonton. The Alberta Institute of International Management would be modelled after other international business schools and staffed by world recognized business educators.

- The City of Edmonton has one of the largest municipal corporations in North America. Its yearly capital and operating budget approaches $1.6 billion. Edmonton is also the seat of the provincial government with most of its public servants based in the city.

5.2 Human Resources

Edmonton is one of Canada's most affluent and growing population centres. In 1988, the metro Edmonton population was 794,900 with a population of Edmonton proper at 576,249. During the 80's, the average increase in the population was 1.2% per year.

Seventy-five percent of the population is under the age of 45 with 35% of the total population between 25 and 45 years of age.

Edmonton residents boost the highest per capita disposable income in the country. Total personal income has been rising at an average annual rate of 6.4% during the period 1981 to 1986.

With over 80% of the Edmonton population 15 years of age or over, there is a potential labour force of more than 600,000. The overall labour participation rate is close to 72% (in 1986).

One of the main contributing factors to the high disposable income in Edmonton is the fact that Albertans and visitors pay no provincial sales tax and Alberta has the lowest basic income tax rate for any province in Canada.

The city's ethnic mix represents more than 50 nations with the largest groups being of British descent (38.6%), German descent (18.4%), Ukrainian descent (14.4%), and French descent (13.4%).

5.3 Implications

The composition of the population provides a large available labour pool of educated young people for jobs in all sectors of the economy, including the tourism industry. However, the tourism industry has traditionally found it difficult to attract and retain personnel due to competition with higher paying sectors of the Alberta economy including oil and gas, forestry and advanced technology. For Edmonton to be successful in the development of the tourism industry, it will be necessary to develop a more positive attitude and highlight the benefits of working in the tourism industry. This will be necessary to provide a good supply of employees and a high level of hospitality to visitors.

Economic activity in other sectors of the economy provides increased levels of activity and opportunity in the tourism industry. There is usually corresponding increases in corporate and government travel. Opportunities also develop for increased conference and trade show activity.

SECTION SIX
BIOPHYSICAL OVERVIEW

SECTION SIX
BIOPHYSICAL OVERVIEW

The development of tourism is highly dependent on the natural and man-made physical features in and around Edmonton. Most of the significant man-made features have been addressed in previous sections of this report. This section presents a biophysical overview for Edmonton and area as it pertains to tourism development.

The geographic area for the purposes of this overview encompasses an area of approximately 50 kilometres in radius from the centre of the city. This is considered to be a reasonable distance for a tourist to travel for a day's outing and return to overnight within the city. The development of tourism facilities, services and attractions in the Edmonton area is influenced by the opportunities presented by significant and unique biophysical (biological and physical including natural and man-made) resources and their capability to sustain development, management and use.

The Edmonton landscape within the city and to a lesser extent outside of the city is dominated by the North Saskatchewan River Valley and its tributary river systems. The River is a dramatic feature and the major and first biophysical resource to be realized as a tourism opportunity. A second biophysical unit distinct from the river system but of significance as a tourism opportunity is the Cooking Lake Moraine Area which includes Elk Island National Park and the Blackfoot Recreation Area east of the City. The third biophysical unit recognized as having significance is the Devon Sand Hills Area which currently has limited development including the Devonian Botanical Gardens and Enoch Indian Reserve Recreation Area immediately west of the city limits. The fourth significant biophysical unit is the Parkland Lakes Area further west of the city. This area has limited potential for large scale tourism opportunities. Further removed and less likely to be considered significant biophysical resources at the outer reaches of the study area are the Miquelon Lake Watershed southeast of the city and the Sandy Lake Watershed northeast of the city.

The biophysical overview is presented in six parts:

- climate;
- geology and physiography;
- rivers, lakes and reservoirs;
- fish;
- soils, vegetation and wildlife; and
- significant biophysical features for tourism.

6.1 Climate

Edmonton's climate is cold temperate. It is influenced by four airmasses: Mid Pacific coming from the west across the mountains; Arctic, moving southward over the boreal forest; Tropical Maritime moving northwestward from the Gulf of Mexico; and Maritime Polar moving westward from Hudson Bay. In summer, the Mid Pacific airmass is most important. The westerlies are forced to lose much of their moisture rising over the Rocky Mountains and are relatively dry when they flow to Edmonton. Occasionally, hot, dry continental air from the American Southwest is forced into the area by expansion of the Tropical Maritime airmass to the southeast. Warm, humid air directly from the Gulf of Mexico seldom reaches this far north. When the Tropical Maritime and Maritime Polar meet close to Edmonton severe thunderstorms result. In winter, Arctic highs push northerlies south and bring intensely cold, dry air. Occasionally, warm, dry westerlies prevail bringing mild temperatures in the midst of winter. Unsettled conditions characterize spring and fall when air masses are unpredictable, and two or three fronts cross back and forth.

A summary of Edmonton's climate characteristics is presented in Table 6-1.

TABLE 6-1
EDMONTON'S CLIMATE CHARACTERISTICS

Mean Beginning and Ending Dates of Seasons and Seasons Lengths

Start of Winter	October 31
End of Winter	April 23
First day of Spring Shoulder	May 8
First Day of High Summer	May 27
Last Day of High Summer	September 5
Duration of Seasons in Days:	
Winter	175
Spring Shoulder	19
High Summer	102
Autumn Shoulder	55
Complete Summer	176

Comparison of Several Snow-Covered Based Seasons

First Date Winter Recreation Season	October 31
First Date Snow-making Period	November 5
First Date Reliable Snowcover Period	November 20
Last Date Winter Recreation Season	April 23
Last Date Snow-making Period	March 31
Last Date Reliable Snowcover Period	March 28
Duration in Days:	
Winter Recreation Season	176
Snow-making Period	147
Reliable Snowcover Period	129

Freeze-Thaw Regime of the North Saskatchewan River

First Permanent Ice	November 4
Complete Freeze-Over	November 16
First Deterioration (Natural Forces)	April 14
Completely Free of Ice	April 17

Number of Days Suitable for Various Outdoor Activities

Walking During Winter	138
Skiing During Winter	88
Snowmobiling During Winter	88
Walking During High Summer	93
Passive Activities During High Summer	63
Vigorous Activities During High Summer	63
Beach Activities During High Summer	43
Walking During the Complete Summer	163
Passive Activities During the Complete Summer	91
Vigorous Activities During the Complete Summer	88

Source: "The Tourism and Outdoor Recreation Climate of the Prairie Provinces" by J.M. Masterton, R.B.Crowe and W.M. Baker, Environment Canada, REC-1-75, Toronto 1976.

6.2 Geology and Physiography

There are three formations of bedrock in the Edmonton region; the Edmonton Formation which underlies all of Edmonton with the Bearspaw Formation to the northeast of the city, and the Belly River Formation which underlies both of them.

The Edmonton Formation is characterized by sandstones, mudstones, sandy shales, volcanic tuff, ironstone beds and commercial coal seams. Dinosaur bones and petrified wood can sometimes be found in outcrops along the river valley which has eroded through bedrock layers to varied depths.

The Belly River Formation is characterized by grey to greenish sandstones, clayey siltstones and mudstones with local ironstone beds.

The bedrock was eroded by a preglacial river system before glaciation and this is known as the Beverly Valley and drains in a northeast direction through the region. This valley is not followed by the North Saskatchewan River Valley.

The preglacial sands and gravels are evident within the river valley overlying the bedrock formations. These have provided easily accessible sources of well sorted and clean construction materials from the river valley since early settlement. These deposits are well draining and act as conduits for ground water which empty into the river as seepages and springs. Where the drainage is strong, the seepage is blocked, or both occur, a build up of pressure is created behind resulting in slumping of the valley wall in particular locations to relieve the pressure.

The North Saskatchewan River Valley was eroded as a meltwater channel during the last glaciation and averages 800 metres in width with a depth below the surrounding plain of approximately 60 metres. The valley walls often have several terraces of preglacial sands and gravels, and a lower floodplain or terrace consisting of reworked preglacial and glacial sands and gravels and recently deposited silts and clays.

The river valley landscape is being modified as a result of various processes including:

- undercutting at water level particularly on the outside meander banks;
- deposition on lower terraces and the floodplain on inside banks and particularly during flood events;
- creep and active slumping on the valley walls and immediate banks; and
- gullying from upland runoff where the vegetation has been removed or altered.

These characteristics and changes in the geology and physiography of the region, especially those events causing changes in the North Saskatchewan River Valley, provide interesting information to be highlighted during tours, riverboat excursions and other programs.

6.3 Rivers, Lakes and Reservoirs

The North Saskatchewan River has a broadly meandering alignment, wide floodplain and high discharge rate. The result is a varied channel cross-section with increased depth and velocities on outside curves. However, the nature of the river course and the related geology and physiography combined with an upstream control of the water flow for power generation purposes results in shallow water depth along the length of the river through Edmonton. The wandering sand bars across the river course create another problem. They make the river less navigable by boats with normal draft requirements for the hull and power drive to move through the water without being damaged. During the low water periods mainly in late summer, the deeper water channel in the river is only a few feet deep and quite narrow.

Tributary creeks and ravines to the North Saskatchewan such as the Whitemud Creek, Blackmud Creek and Point aux Pins Creek tend to be more deeply incised with relatively light flows.

The Sturgeon River system flows through a series of lakes in the head waters northwest of Edmonton. These include: Lake Isle, Lac Ste. Anne, Devil's Lake and Big Lake. From there it flows through the City of St. Albert and the Town of Gibbons before entering the North Saskatchewan River. The upstream reaches are wide valley landscapes becoming deeper as it approaches its mouth on the North Saskatchewan River northeast of Edmonton.

The Battle River system is a separate drainage basin which flows to the east in the southern part of the region, picks up waters as far west as Battle Lake, and from Drystone Creek and Coal Lake northeast of the City of Wetaskiwin. The flows in the Battle River are extremely low except for the spring run-off period. As a result, the river valley is not very deep or wide.

Other pot hole types of lakes which are isolated from the river systems occur throughout the region and include lakes of various sizes. These lakes are relatively poor for swimming and boating when compared to lakes in Canadian Shield area in northern Alberta and Saskatchewan, Manitoba and Ontario.

6.4 Fish

Sport fishing is a very popular recreation activity in Alberta, and good fishing is available on the rivers, lakes and reservoirs within the study area.

The North Saskatchewan River has limited potential as a sport fishing resource. The City of Edmonton is currently considering undertaking a more detailed inventory and assessment of fish species within the river as part of the preparation of a management and development plan.

Numerous natural (pickerel, jackfish and perch) sport fishing lakes exist within the region such as Miquelon, Hubbles and Jackson. A few lakes in the region are stocked with rainbow trout. In addition, there are trout ponds and reservoirs stocked with rainbow trout for fishing in the region such as William Hawrelak Park, Hermitage Park and Morinville Heritage Lake.

Sport fishing is discussed in further detail in Section 3.6.2 of this report.

6.5 Soils, Vegetation and Wildlife

The study area includes three Ecoregions as identified in "Ecoregions of Alberta" by Alberta Energy and Natural Resources. An ecoregion classifies the types of soils and vegetation which occur in natural states (not managed by man) as a result of the climatic and terrain conditions.

6.5.1 Aspen Parkland Aspen Subregion

The Aspen Parkland Aspen Subregion is the largest ecoregion within the study area and is typical of the city landscape. This ecoregion is characterized by Chernozemic Soils (Black and Dark Brown) and Aspen/Grassland vegetation cover. The summer rainfall within this region is more evenly distributed throughout the summer as compared to Grassland Ecoregions further south where the rainfall occurs predominantly in June. The temperatures of the ecoregion show a continental influence as they have large yearly ranges.

Aspen Parkland is climatically and ecologically a transition zone between boreal forests and grassland environments and it is subdivided into three subregions including Aspen Subregion, Groveland Subregion, and Willow Subregion. Only the Aspen Subregion is located in the Edmonton area.

The Aspen Subregion is dominated by clones of aspen, although patches of grassland occur. The soils of the subregion developed under grassland conditions, where the aspen was constantly being controlled by frequent fires. European settlement reduced the frequency of fire and allowed the aspen to become more advanced.

The Aspen Subregion is one of the most productive agricultural zones in the province, with barley, oats, canola, and some wheat being the common cultivated crops. Beef and dairy cattle, poultry and hog production operations commonly occur within the study area.

Aspen Parkland areas originally supported a diversity of wildlife prior to settlement and agriculture. The more adaptable species have thrived and the species more sensitive to civilized land uses have declined in population and reduced their territories. In this close proximity of Edmonton, biologists have difficulty in determining wildlife populations and managing them. There are no significant hunting resources within the aspen parkland area, but the area is scenic for travellers.

6.5.2 Boreal Mixedwood Dry Subregion

The Boreal Mixedwood Dry Subregion is the second largest area in terms of total coverage within the study area. It occurs within the Cooking Lake Moraine area to the east of the city and in the northern portion west of Redwater. Boreal Mixedwood areas adjacent to Edmonton are the southern most extensions of this ecoregion. It is the largest ecoregion in Alberta comprising 43% of the province's land area. Boreal Mixedwood is primarily composed of deciduous forests. The Gray Luvisolic Soils of the region develop in association with the tree cover vegetation and the conditions beneath the tree canopy, and reflect a cooler more moist climate than the Aspen Parkland.

The distinction between ecoregions in the Edmonton Region is a result of precipitation and surficial geologic deposits. At the broader definition level, the Dry Subregion has slightly more summer rainfall than the Aspen Subregion but slightly less summer rainfall than the Boreal Mixedwood Moist Subregion. The Dry Subregions within the study area occur on the more poorly drained till deposits of knob and kettle topography of the Cooking Lake Moraine.

The popular hunting area in close proximity to Edmonton for big game such as deer and moose is within the Blackfoot Recreation area. Wildlife viewing throughout this and the Elk Island National Park area provides a significant tourism resource. One of the most significant waterfowl staging areas and a popular birdwatching location is around Beaverhill Lake near Tofield, southeast of Edmonton.

6.6 Significant Biophysical Features for Tourism

From a tourism perspective, the most significant biophysical features are the North Saskatchewan River Valley and Ravine System and the climatic conditions.

The North Saskatchewan River Valley and Ravine System is the most significant natural resource of the Edmonton region. The river formed as a meltwater channel during deglaciation events approximately 10,000 years ago. The surficial deposits of the greater area within the City limits include silts and clays laid down on the bottom of a large lake during the melting of the glaciers. The upper soils which developed on the relatively flat plain above the river valley are good agricultural soils. The lower floodplains are often well developed soils but due to intermittent flooding are not as fertile as the upland areas. The soils on the banks and valley walls are the least well developed as the river has been constantly shifting within the valley over time, creating unstable slope areas. The existing river erosion processes, as well as the fast downcutting into the soft shale and sandstone bedrock during deglaciation, have created dynamic valley wall situations. This is particularly pronounced and visually obvious in numerous steep cutbanks and slump area locations with the valley through Edmonton.

The river flows year round and flows are controlled upstream in the foothills by the Bighorn and Brazeau Dams. This water management function has some degree of control on water volumes but major floods such as the one in one hundred year flood event in 1987 are still possible. However, as mentioned earlier in this section, the upstream control of flow limits the navigation potential of the river for most types of boats.

The river valley provides habitat for a variety of wildlife. On occasion, deer have been seen in the valley in the heart of the City. There are frequent sightings of wildlife towards the outer reaches of the valley and ravine systems within the City.

The North Saskatchewan River Valley and Ravine System has become a very significant tourism and recreation resource in the City with good potential to accommodate a greater number and range of facilities and programs for visitors.

Edmonton is fortunate to have four very dramatic seasons. The seasonal changes in Edmonton are most dramatic within the river valley. The valley walls are visually apparent from vantage points above and below, and for the most part are natural or park like areas. For example, the spring greening and fall colours are beautiful and spectacular through the valley.

The Edmonton climate is dry with significant temperature extremes. January and February are deep winter months when temperatures can drop as low as -40°C (-40°F) for several weeks at a time, with warming periods near 0°C (32°F) in between. The snowfall is relatively light, with less than 60 centimetres in most years. March brings more frequent warming periods. Normally, some days have snowfall and other days have rainfall. In April, the temperatures hover around freezing for several weeks but by the end of April the snow is generally gone. Farmers have usually completed seeding by the second week in May and vegetable gardens are planted by the May Victoria Day weekend. May and June can be quite dry with more regular showers starting to occur about June 21. More than 16 hours of daylight is the norm for most of the spring and summer months. July and August are the hottest months with day time temperatures of 25°C to 30°C (77°F to 86°F), with periodic thundershowers helping to cool off the evenings. September is the start of the harvest period and two solid weeks of good weather sometime in the month allows for crops to be taken off. The pleasant fall weather is quite attractive for many visitors. The first frost often happens in September. It can be followed by two weeks or more of Indian summer. In October, the leaves turn Autumn gold and yellow creating very picturesque landscapes especially in the river valley and ravine system. November and December are never predictable. It can be warm and dry, or cold and snowing. Snow usually does not stay on the ground until just before Christmas. The shortest day is December 21 when there is less than seven hours of daylight. At this time, most people travel to school or work in the dark and return home in the dark.

SECTION SEVEN
TOURISM MARKETS

SECTION SEVEN
TOURISM MARKETS

This section addresses tourism target markets for Edmonton. Tourism markets and market segments for Edmonton can be viewed very broadly as:

- Those who come to Edmonton now.
- Those who might come in the future.

The existing information provides some understanding of current "tourist customers" for Edmonton. However, it is difficult to thoroughly assess target markets due to limited market research activities by industry and governments. There are many gaps in the market information presented in this section. In order to be more effective in the expenditure of limited marketing dollars, more resources must be dedicated to research activities by industry and governments, including Edmonton Tourism. In the absence of good information about existing customers and the characteristics of potential customers, marketing efforts must be broadly oriented to major groupings.

The information in the following sections is derived primarily from two data sources:

The Alberta Travel Survey (ATS) - Last conducted in 1982, this survey measures the travel characteristics of people travelling in Alberta but who are not residents of Alberta. Data are presented on a per trip basis for the tourist zone.

The Canadian Travel Survey (CTS) - The Canadian Travel Survey measures the travel behavior of Canadians, including Albertans, who are travelling in Alberta. These data are presented on a per trip basis for the tourist zone. The most recent data available is 1986.

These data sources will be referred to regularly in the following sections.

7.1 Existing Markets

General visitor characteristics and tourism market information for Zone 11 (Edmonton) was obtained mainly from the Canadian Travel Survey (CTS) and the Alberta Travel Survey (ATS). Other research sources for this section include Edmonton Tourism which provided hotel occupancy and Visitor Information Centre data. A recent study prepared by Edmonton Tourism and Pannell Kerr Forster in October 1988 entitled, "Edmonton Tourism Marketing Plan for Team Tourism January 1989 to March 1990", and Statistics Canada publications were also used.

7.1.1 Volume and Seasonality of Visitation

According to ATS data, Zone 11 ranks among the top three zones in the province in terms of the volume of non-Alberta visitors, which is illustrated in Table 7-1.

TABLE 7-1
COMPARATIVE NON-ALBERTAN VISITATION AND EXPENDITURES,
TOP THREE ZONES, 1982

	Zone 11	Zone 10	Zone 12
Household Parties	Edmonton	Calgary & District	Banff
Total Zone Visitors ('000)	646	1,087	779
Overnight or longer ('000)	454	688	338
Total expenditures ('000)	$130,431	$178,939	$75,102

Source: 1982 Alberta Travel Survey

The CTS data outlined in Table 7-2, indicate that Edmonton leads the rest of the province as a main destination for Canadians in general and for Albertans only. Edmonton ranks second to Calgary in terms of more non-Albertan Canadian visitation. Banff data are shown for comparison.

TABLE 7-2
PERSON-TRIPS BY CANADIANS TO EDMONTON, CALGARY AND BANFF, 1986
(Canadian Travel Survey) (000's)

	Zone 11		Zone 10		Zone 12	
	Edmonton		Calgary & District		Banff	
Total Person Trips (000)	3,392	(100%)	2,615	(100%)	1,235	(100%)
Total Person Trips by Albertans (000)	2,820	(83%)	2,024	(77%)	1,147	(93%)
Total Person Trips by non-Albertan Canadians (000)	572	(17%)	591	(23%)	88	(7%)

These two tables indicate that Calgary is significantly ahead of all other Zones in attracting non-Albertan visitors. However, Calgary is only slightly ahead of Edmonton with respect to Canadian non-Albertan visitors (Table 7-2). This implies that Calgary has a large lead over Edmonton in long-haul international markets.

Specific origin figures from the 1982 ATS data support this finding. While Edmonton saw 135,000 American household trips and 38,760 international household trips, Calgary realized 293,000 American and 76,090 other international household trips in that year.

Tourism to the Edmonton Zone generated over $130 million in expenditures in 1982, not including expenditures in Zone 11 by Albertans, our biggest market. Zone 10 (Calgary) generated almost $179 million 1982 dollars by contrast. The differential economic impact, using the average trip expenditures for each zone, implies that Calgary generated $47.8 million more than Edmonton in expenditures in Alberta by American visitors in 1982. Calgary received $10.9 million more than Edmonton from international visitors, generating a total of $58.7 million more than Edmonton in injections of foreign currency into Alberta (these are 1982 dollars). All evidence available would suggest that, since the 1988 Olympics, the Calgary zone has increased this tourism differential over Edmonton.

More recent estimates by Alberta Tourism, Edmonton Tourism and several other sources provided information on the numbers of visitors and the seasonal variation in visitation to Edmonton:

- An estimated total of 6.0 million visitors came to Edmonton in 1988.
- In 1986, 3,392,000 person-trips were made by Canadians who listed Zone 11 as their main destination. (Tourists who passed through the zone without staying overnight were not included in this figure).
- Edmonton realized the highest percentage of total Canadian visitation relative to all other zones in the province in 1986.
- July and August are the heaviest months for Zone 11 traffic. However, total visitation to Edmonton is still more evenly distributed across the four quarters of the year compared to other zones.

While Edmonton faces issues with respect to seasonality that other areas face, our seasonal fluctuation in visitation varies less than many zones of the province. While our high season occupancies at hotels are, for instance, higher than the rest of the year, there is still some vacancy to handle more visitors. This is not true, of course, during some major events.

7.1.2 Demographic and Socio-Economic Profiles

The demographic profile of non-Albertan visitors to Edmonton, based on the available 1982 data is very similar to visitation to the province as a whole. About 27% were travelling as couples or young families. The mature market (older couples, retired couples, older singles) accounted for 26% of visitors. Families classified as "middle" and "older" accounted for 22% of visitors, while bachelors (9%), and "not stated" represented the remaining portion.

Only one minor change occurs in demographic characteristics when examining the difference between all visitors to the Zone compared to the Zone as main destination. The incidence of "young couples" travelling to the zone increased from 14% to 17% at the expense of "grown family" (11% to 9%) and "older couple" (13% to 10%) visitors to the zone. This suggests that young couples may have a greater propensity to visit Edmonton than the province as a whole.

The 1986 Canadian Travel Survey data indicate that 23% of all Canadian visitors were in the 25-34 age grouping. About 30% of Canadian visitors were 35-54, while 12% were 55-64 (9%) or 65+ (3%). Only 14% of Canadian visitors to Edmonton were in the 17-24 age brackets, while 21% were under 17 years old or their age was not stated.

While these data cannot be used as authoritative trend data, it would appear that Edmonton appeals to the family market and that it has become relatively less appealing (in percentage terms only) to the mature segment of the market during the past six or eight years. The CTS data indicate 57% of visitors are married, while 37% were single.

About 46% of all Canadian visitors had a high school education. A further 47% had some post-secondary education. The pattern for Albertan visitors to Edmonton was essentially the same as for all Canadian visitors. No data on education exists from these surveys for non-Canadian travellers.

Income of Canadians listing the zone as main destination in 1986 was as follows:

Less than $20,000	18%	
$20,000 - $29,999	16%	
$30,000 - $39,999	21%	(modal income)
$40,000 - $49,999	12%	
$50,000 +	21%	

Visitors to Edmonton are clearly not dominated by high income households. Comparable data for Banff, for example show 29% in the $50,000 + bracket. In the Calgary/Canmore zone, 36% of Albertan visitors made over $40,000, against a figure of 33% of Edmonton visitors.

Canadian visitors to Edmonton in 1986 were predominantly from non-metropolitan areas. About 72% of all visitors, and 76% of Albertan visitors were from non-metropolitan areas. These data imply that of the 572,000 non-Albertan Canadians who visit Edmonton, 48% are from Canadian metropolitan origins. Thus the percentage of metro origin visitors from outside Alberta (48%) is approximately double the metro origin visitors from within the province (24%).

7.1.3 Origin and Length of Stay

Most visitors to Edmonton are Albertans. In 1986, about 83% of Canadian person trips to Edmonton as a main destination were by Albertans. However, only about 59% of Alberta person-nights were accounted for by this group, implying more non-Albertans stay at least overnight in the zone than do Albertans.

Additional information about origin and length of stay for markets to Edmonton include the following:

- The Alberta Travel Survey indicates that for 1982, 73% of the non-Albertan visitors to the Zone were from Canada, 21% were from the United States, and 6% were from the overseas market. However, of those who listed the Zone as their main destination, 77% were from Canada, 13% from the USA and 10% from international destinations.

- The average duration of nights spent in the province by non-Albertans in 1982 was 6.11 nights. The average duration for Zone 11 was 5.53 nights for those who spent more than one night in the zone. The average number of nights in Alberta for non-Albertan Canadians in 1986 was only 1.7 nights.

- Three-quarters of all overnight trips to Edmonton were made by Albertans who lived within a 500 kilometre radius. Calgarians comprise approximately 25% of the Albertan visitors to Edmonton.

- The latest figures, provided by Edmonton Tourism for 1986, show the average length of stay (nights) for conventions were 2.5 nights for Albertans, 4.2 nights for the national conventions and 3.4 to 5 nights for the foreign market.

Market profiles by geographic origin are considered in more detail in a subsequent section.

7.1.4 Primary Trip Purpose

Trip Purpose

The primary trip purpose of most non-Albertan travellers to the Edmonton zone, based on both 1986 CTS and 1982 ATS sources is illustrated in Table 7-3:

TABLE 7-3
PRIMARY TRIP PURPOSE, TRAVELLERS TO ZONE 11, 1986 CTS[1] AND 1982 ATS[2] DATA

TRIP PURPOSE CATEGORY	1982 ATS (NON-ALBERTANS)			1986 CTS	
	VISITS TO ZONE	OVERNIGHT IN ZONE	ZONE MAIN ALBERTA DESTINATION	ALL CANADIANS	ALBERTANS ONLY
	%	%	%		
Visit friends/relatives	33	33	39	30%	28%
Vacation	40	33	25	26%	26%
Business	21	27	28	26%	26%
Personal reasons	6	6	6	18%	20%
Just passing through	1	2	1	N/A	N/A

N/A = Not available
1 Canadian Travel Survey
2 Alberta Travel Survey
Columns may not add to 100% due to rounding.

Trip purpose characteristics compare favorably with those of all Alberta travellers. Based on Alberta Travel Survey data, Edmonton shows higher than average business travel and somewhat lower than average vacation travel. It also shows slightly higher than average visiting friends and relatives (VFR) travel.

These differences from the Alberta average are logical in light of Edmonton's geographic and economic position. Edmonton is not as central to the Banff corridor, so does not benefit from the international traffic to Banff National Park to the same extent as does southern Alberta. The Edmonton vacationing visitor percentage might be expected to be lower. If the vacation percentage is lower, one would expect the VFR to be higher, since a higher incidence of travel by Albertans occurs. Finally, as a business and government centre of the province, Edmonton should show higher than average business travel performance.

About 54% of all non-Albertan visitors to the zone in 1982 stated Edmonton as their main destination. The comparable figure for Calgary is 41%.

Edmonton is the most important destination of all Alberta Zones for Canadians travelling to Alberta. For those Canadians listing Alberta as their main destination in 1986 (CTS), Edmonton received the greatest share of market as their zone of destination (22%). Almost 3,357,000 person trips to Edmonton occurred as opposed to 2,593,690 Canadian person trips to Calgary, using the above source data.

7.1.5 Activity Participation

Activities in which travellers engaged while in Alberta is recorded in both the 1982 ATS and the 1986 CTS data. These data sets indicate the activities travellers participated in while in the Province. They do not specifically suggest that these activities occurred while the traveller was in the Edmonton Zone.

Table 7-4 identifies the primary activities of Canadian destination visitors to Zone 11 while they were in Alberta.

TABLE 7-4
ACTIVITIES PARTICIPATED IN BY ZONE 11 CANADIAN VISITORS
WHILE IN ALBERTA, 1986

	TOTAL CANADIAN VISITORS %	ALBERTANS %
Visit friends/relatives	57	55
Festivals or Events	6	6
Shopping	56	56
Sightseeing	21	17
Attending Cultural Events	6	6
Night Life/Recreation Activities	14	13
Visit Zoo/Museum/Natural Display	5	4
Attend Sports Events	6	6
Participate in Sports/Outdoor Activities	N/A	2

Source: 1986 Canadian Travel Survey, Statistics Canada

Visiting friends and relatives is the predominant activity, followed closely by shopping. Sightseeing (21%) and "Nightlife/recreation" (14%) are also highly-rated activities.

Canadian travellers to Zone 11 arrive predominantly by car (87%). However, the Alberta Travel Survey data, which includes International travel and does not include Albertans, indicates that 52% of travellers whose main destination was Edmonton, arrived by plane. Clearly, the airports are important factors for long-haul market segments.

7.1.6 Visitor Expenditures

Non-Albertans

Current visitor expenditures by major area of origin are not readily available. Dated information must be used as a surrogate.

As Table 7-5 shows, the average amount spent in Alberta by household parties visiting Zone 11 was $408 in 1982. In comparison, the average household expenditures for all visitors to Alberta was $295. For those visitors who cited Edmonton as their main destination, average spending in Alberta was $373, or $46 per household party per night. This compares with $50 per household party per night for all Alberta visitors in 1982.

Meals and lodging accounted for the largest share of expenditures, at 43% of the $408 total spent per household party.

TABLE 7-5
EXPENDITURES IN ALBERTA
(NON-ALBERTAN VISITORS, MAY 15 - OCTOBER 31, 1982)

	ALL VISITS TO ALBERTA	Visits To Zone	Overnight in Zone	Zone Main Alberta Destination
	%	%	%	%
Meals	24	23	25	25
Groceries	9	9	8	8
Lodging	19	20	19	20
Auto gas & oil	18	17	16	13
Auto maintenance & repair	3	4	2	2
Non-auto transportation	3	2	4	5
Recreation entertainment	8	7	9	9
All other goods and services	16	17	16	18
Average per household party	$295	$408	$458	$373
Average per household party per night	$50	$50	$51	$46
Total expenditures in area ('000,000)	$619	$130**	$129	--

** Overnight visitor expenditures pro-rated to include day visitors.

Note: may not add to 100% due to the effects of rounding.

Source: Alberta Travel Survey 1982

7.1.7 Summary Tables

The tables on the following three pages summarize the data presented in the preceding sections in a more concise format.

TABLE 7-6
CANADIANS LISTING EDMONTON (ZONE 11) AS THEIR MAIN DESTINATION, 1984 AND 1986

PERCENTAGE PERSON-TRIP DISTRIBUTION BY QUARTER AND GENERAL CHARACTERISTICS

	ALL CANADIANS		ALBERTANS	
	1984	1986	1984	1986
Quarter 1 (January - March)	28%	27%	28%	29%
Quarter 2 (April - June)	22	22	24	22
Quarter 3 (July - September)	24	24	21	22
Quarter 4 (October - December)	26	26	28	27
Province of Origin				
Alberta	83%	83%	100%	100%
British Columbia	8	7		
Saskatchewan	6	6		
Manitoba	1	2		
Ontario	2	2		
Other Canada	1	1		
Origin (Metro/Non-Metro)				
Total Non-Metro	76%	73%	81%	76%
Total Metro	23	28	19	24
Origin of Metro Person-Trips				
Calgary	15%	20%	20%	24%
Toronto	1	1		
Winnipeg	1	1		
Regina	1	1		
Saskatoon	1	1		
Vancouver	4	4		
Weekend Trip				
Yes	48%	40%	52%	42%
No	51	57	47	55
Not Stated	1	3	1	2
Primary Mode of Travel				
Air	11%	9%	5%	4%
Auto	83	87	90	92
Bus/Other	6	4	5	4
Trip Purpose				
Visit Friends/Relatives	39%	30%	38%	28%
Pleasure	21	26	21	26
Personal	17	18	18	20
Business/Convention	27	26	23	26
Activities Participated in During the Trip (Top 5)				
Visiting Friends/Relatives	67%	57%	67%	55%
Shopping	58	56	59	56
Nightlife/Recreational Activities	23	14	23	13
Sightseeing	15	21	11	17
Attend Sports Event	8	6	9	6
Accommodation (% of Household-Trip)				
Hotel/Motel	29%	46%	25%	42%
Campground	1	1	1	1
Other	74	57	76	58
Average Household Size on Trip (Persons)	2.2	2.2	2.3	2.2

* Less than 1/2 of 1%

Important Note: The small percentages (4% or less) are highly suspect due to the low sample size in this survey.

Source: 1984 and 1986 Canadian Travel Survey, Statistics Canada and Alberta Tourism

TABLE 7-7
PROFILES OF NON-ALBERTAN VISITORS TO ZONE 11 - EDMONTON, 1982
(MAY 15 TO OCTOBER 31)

	ALL VISITS TO ALBERTA	VISITS TO ZONE	OVERNIGHT IN ZONE	ZONE MAIN ALBERTA DESTINATION
	#	#	#	#
A. Volume				
Total projected household parties ('000)	2,102	646	454	351
Average household party size	1.86	1.85	1.66	1.58
Total persons ('000)	3,909	1,195	753	555
Average nights in zone	6.11	--	5.53	--
Total person-nights ('000)	23,883	--	4,165	--
B. Duration				
Average nights on trip	17.89	18.73	21.25	17.60
Average nights in province	6.11	8.24	9.10	8.24
Average nights in zone	--	--	5.53	--
C. Season	%	%	%	%
Spring (May 15 - June 14)	15	14	14	18
Summer (June 15 - Sept. 6)	59	60	57	53
Fall (Sept. 7 - Oct. 31)	26	26	28	29
D. Residence				
Canada	72	73	72	77
• British Columbia	31	29	30	30
• Saskatchewan	18	14	12	15
• Manitoba	8	8	7	8
• Ontario	10	15	15	16
• Quebec	2	2	2	2
• Atlantic Provinces	2	2	2	1
• Yukon	*	1	1	1
• Northwest Territories	2	3	4	3
United States	23	21	19	13
International	6	6	9	10
E. Transportation (Mode of Exit)				
Private vehicle	65	55	48	43
Plane**	27	39	46	52
Bus	7	5	5	4
Other	2	1	1	1
F. Accommodation in Area ***				
Friends/relatives	37	--	47	--
Hotels/motels	37	--	40	--
Campgrounds	15	--	5	--
Other	7	--	7	--
None	19	--	1	--
G. On Package Tour	3	3	2	1
H. Expenditures in Alberta				
Average per household party	$295	$408	$458	$373
Average per household party per night	$50	$50	$51	$46
Total expenditures in area ('000,000)	$619	$130	$129	--

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* Less than 1/2 of 1%.
** Includes motorcoach tour passengers.
*** Multiple mentions.
-- Not available/not applicable.

Note: May not add to 100% due to the effects of rounding.

Source: 1982 Alberta Travel Survey

TABLE 7-7 (Cont'd)
PROFILES OF NON-ALBERTAN VISITORS TO ZONE 11 - EDMONTON, 1982
(MAY 15 TO OCTOBER 31)

	ALL VISITS TO ALBERTA %	VISITS TO ZONE %	OVERNIGHT IN ZONE %	ZONE MAIN ALBERTA DESTINATION %
I. Primary Trip Purpose				
Visit friends/relatives	31	33	33	39
Vacation	42	40	33	25
Business	17	21	27	28
Personal reasons	9	6	6	6
Just passing through	1	1	2	1
J. All Activities in Alberta				
Sightseeing				
• By car	51	53	49	44
• By bus	8	8	8	6
Visit friends/relatives	53	65	67	68
Personal or family affair	25	27	28	24
Relaxing/resting	39	40	40	38
Shopping	30	33	34	35
Photography	28	27	25	21
Camping				
• Campground	22	23	17	13
• Backcountry	4	5	4	4
Conferences/conventions	5	7	9	11
Other business	20	24	27	27
Visiting museums and historical displays/sites/reconstructions/relics	25	28	26	29
Picknicking/cookouts	17	17	14	12
Special event/attraction				
• Calgary Stampede	5	4	4	2
• Drumheller Dinosaur Provincial Park	4	6	5	5
• Edmonton Klondike Days	3	7	8	8
• Other special event/attraction	13	15	14	11
Sporting activity				
• Swimming	12	14	13	11
• Hiking/backpacking	10	9	7	4
• Fishing	6	6	6	4
• Golf	5	5	4	3
• Cycling	3	3	3	2
• Horseback riding	3	3	2	2
• River rafting/canoeing	3	3	2	2
• Mountaineering	2	2	2	1
• Tennis	2	2	2	2
• Hunting	1	2	2	1
o Other sporting activity	6	7	7	7
Spectator at a sporting event	6	8	8	8
Attend live theatre/ballet/opera/concert/symphony	3	4	5	5
None of the above	4	2	2	2
Not stated	3	3	3	2
K. Stage in Life				
Young bachelor	9	8	9	10
Young couple/cooperative unit	16	14	17	17
Young family	13	13	11	12
Middle family	11	12	11	11
Older family	11	10	11	11
Grown family	9	11	9	9
Older couple	13	13	10	11
Retired couple	10	10	10	8
Older single	5	5	6	6
Not stated	5	3	4	6

Note: See first page of table for footnotes.

7.2 Market Segmentation

Detailed market segmentation profiles are not available. However, the overall visitors may be divided on the basis of the following major trip purpose categories:

- Pleasure Travel
- Business Travel
- Visiting Friends and Relatives
- Personal Business Travel
- Passing Through

Each of these major categories is presented in the following sections.

7.2.1 Pleasure Travel to Zone 11

The overall zone data have indicated the approximate number of pleasure travellers to Zone 11. The activities of pleasure travellers might include:

- Destination Visitors to Major Attractions
- Destination Visitors to Special Events
- Spectators at Sporting Events
- Competitors at Sporting Events
- International Travellers to the Rockies and Alaska
- Group Touring Markets
- Short Getaway Markets

Destination Visitors to Major Attractions

Edmonton's attractions are a major tourism generator. By far the largest attraction for which figures are available is West Edmonton Mall.

Edmonton attractions were generally unable to provide visitor breakdowns with any significant detail. However, the following data were available.

- Of the top ten attendance draws one-half of Edmonton's attractions have a formal marketing plan. Many of these, such as West Edmonton Mall, Fort Edmonton Park and the John Janzen Nature Centre also feature special events as a major promotion.
- One of Edmonton's biggest tourist attractions is West Edmonton Mall. Edmonton Tourism estimates 50 percent of the visitors to the city visit West Edmonton Mall. The mall itself estimates that 60% of their out of town visitors are from outside Alberta.
- Fantasyland is expected to bring in $5 billion in international tourism dollars in the next twenty years to benefit the local, as well as provincial and federal economies.
- Fort Edmonton Park's current breakdown consists of 80-85 percent Edmonton residents. The remaining out-of-town segment is 15-20 percent (Alberta, Canada, U.S., overseas).
- The major markets for the Old Strathcona Model and Toy Museum are Edmonton and Alberta.
- Visitors to the Muttart Conservatory are primarily Edmontonians and VFR visitors to Edmonton.

What does the major attraction visitor want and need in order to make their visit a success? A general breakdown of key requirements would include the following:

- **Advance Information** - about the attraction, including its highlights, the time required to see it, its location, cost, and so on.

- **Accessibility** - including good information and direction, good signing, good parking, good transportation access and often public awareness.

- **Value for Money** - a perception and understanding that the attraction will return good value for the money spent. This is largely created by word-of-mouth advertising.

- **Enjoyment** - Enjoyment is the major reason people visit attractions, however one defines enjoyment. Increasingly, enjoyment is defined to include a large learning or education component. Travel markets visit areas to learn. The fun-filled learning content of attractions will measure their success now and in the future.

- **Hospitality** - It is extremely important to provide a high level of hospitality to visitors since this will be the main determinant for return visitation.

Destination Visitors to Special Events

Edmonton's positioning as the City of Festivals in recent years comes as a result of the outstanding efforts of a number of dedicated leaders of the specific festivals. Edmonton has also long been the city of sporting events, and these events are also strong contributors to visitation.

Major event visitation has not accurately been measured. However, the following estimates for 1988 (Table 7-8) are close approximations:

TABLE 7-8
ESTIMATED ATTENDANCE AT SELECTED MAJOR EVENTS IN EDMONTON, 1988

Festivals (8)	2,504,500
Sporting Events (7)	1,981,023
Consumer Shows (8)	312,000
Total	4,797,523

Source: Pannell Kerr Forster interviews with Operators.

Event organizers indicate that most visitors are local and regional residents. However, at least 15% of visitors to major events are from outside the immediate Edmonton region. Using the conservative attendance figures above and an average visitor expenditure of $15 per capita per visit to that event, these major events would generate close to $11 million in direct tourism expenditures.

A survey of Edmonton Summer Festivals conducted in 1988 determined that 79% of festival visitors were Edmontonians. Almost 10% of visitors from outside Edmonton still lived within 80 kilometres of the city. The study found that 3.6% of the market were Canadians from outside Alberta, while 1.7% of total visitation was from U.S. visitors. The average expenditure by non-residents was $19 per capita per visit.

Other characteristics of events markets are outlined as follows:

Festivals

- With the successful growth of various events in recent years, such as The Fringe, Klondike Days, The Works, and the Jazz City and Folk Music Festivals, Edmonton has gained the reputation as a strong summer festival city.
- The popularity of Edmonton's festivals is reflected in the increasing attendance trends in the past five years. A number of these events such as the Heritage Festival, Klondike Days, the Fringe and Jazz City are promoted on an international basis.
- Attendees for festivals and other events include Edmontonians, Albertans, Canadians, Americans and overseas residents.
- Heritage Days, one of Edmonton's most successful festivals, has estimated that 81 percent of its visitors are from Edmonton, 13 percent are other Albertans, 3.4 percent are from other provinces, and the remainder of 2.4 percent are US and international residents.

- These festivals give tourists an incentive to extend their stay and also contributes to a higher hotel occupancy. Other major trip purpose segments may be attracted to these events (Tourists visiting friends and relatives, business travellers).
- A market study of the Klondike Days Exposition in 1988 provides detailed data of market characteristics of visitors to the event. The study indicated that 79.6% of the attendees originated from Edmonton and area. Other Albertans comprised 15.4 per cent. Five per cent of the visitors were from other parts of Canada, the U.S., and overseas. Other significant findings were:
    - Attendance from Saskatchewan residents has doubled to 1.4% of total visitations since 1987. This has been attributed to the recent Travel Alberta Campaign directed at Saskatchewan and Montana.
    - Travellers from the U.S. and overseas have increased from 0.6% to 1.9% in 1988. Olympic Games coverage was thought to have had an impact on this market.
    - Other figures indicate a large family market. Approximately 40% of the groups have at least one member 14 years old or younger.
    - About 50% of the respondents have a combined income in the $30,000 - $59,000 range.
    - Total spending per group was $61.15/day including gate admission, games, rides, refreshments, gifts, souvenirs and transportation. Spending per capita was $21.38 based on average group size of 2.86 persons.

Cultural Events

- Cultural events are largely local events. They draw people from Edmonton and area, along with a significant level of VFR visitors. Estimates by operators and organizers are that about 10% of the market for cultural events are tourist markets, and that much of this traffic is VFR or business-related.

Artistic Events

Artistic events include such events as The Fringe (175,000 visitors in 1988), the Works (estimated at 218,620 visitors in 1988), and the Heritage Festival (340,000 visitors in 1988). However, the difference between artistic events and festivals is often minimal, and many of Edmonton's artistic events are festivals.

In addition to the artistic events listed as major events, Edmonton is a city of numerous smaller artistic, cultural, heritage and ethnic events which draw thousands of people. These events, individually, are not major tourism events. However, they enhance the fabric of the city and they increase its interest and its marketability to Edmonton's target markets, and in particular to the "visiting friends and relatives" segment.

Consumer Shows

Consumer shows are tourism events in which the exhibitors are often the travellers while the local people are the spectators. Edmonton plays host to a number of consumer shows, including:

- The World of Wheels Auto Show
- The Annual Motorcycle Show
- The R.V. Show
- The Sportsman Show
- The Home and Garden Show
- GALA - The Ultimate Food and Beverage Experience
- The Travel Show
- The Cameo Craft Sale

> These and other consumer shows draw hundreds of thousands of people, some of whom are tourists to Edmonton. These shows are likely to draw people from Edmonton's trade area who would come to the city to conduct personal business, to shop, to visit friends and relatives, and to take in the show.

What are the market needs of people attending major events in Edmonton? Basically, these visitors require all visitor services of the city - accommodation, transportation, entertainment, shopping, food and beverage, and information/direction services. And they deserve good hospitality offered consistently and with a smile by all Edmonton residents.

Spectators at Sporting Events

Major sporting events generate a great deal of visitations to a city. Regular events generate tourism visitation, largely from the region around a city. One time sporting events, such as the Commonwealth Games or the Olympics generate national and international visitation, although this remains a small percentage of total visitation.

Professional and amateur sporting events, are, however, part of the fabric of a city. They enrich the variety of activities available in a city. They provide life and excitement, and comaradaries for residents. They provide rivalry between cities and entertainment for all.

Professional sporting teams also put cities 'on the map'. The Edmonton Oilers put Edmonton 'on the map' for hockey sports fans during the past ten years. The Edmonton Eskimos have done the same in Canadian football circles. In their respective sports, Edmonton athletes have built the image of the city in at least the following circles:

- equestrian
- shooting
- basketball
- figure skating

- track and field
- whitewater racing
- motorcycle racing
- rodeo
- baseball
- soccer

This image-building function of sport provides us with free international television coverage which is critically important. This sport is not just a visitor attraction. It is a key promotion tool and a sign that Edmonton is a metropolitan centre.

Some relevant market characteristics for our major sporting events include:

- Many of the city's top sporting events are held at the Northlands grounds, the Commonwealth Stadium, the University facilities, the Coliseum or the Agricom. These events attract a mix of visitors from Edmonton and area, as well as from other provinces and countries.
- The Northlands Western, held annually, includes the Northlands Super Rodeo, the Farm and Ranch Show and other related events. About 80% of the participants are from Edmonton and area.
- Most visits to the Northlands Racetrack are by Edmontonians.
- Attendance percentages for the Canadian Finals Rodeo put Alberta, Saskatchewan, Edmonton and British Columbia at 65%, 14%, 13%, and 7%, respectively. Manitoba residents comprise 0.5%, while Northwest Territories and Ontario are each 0.3%.
- The majority (90%) of people attending the Canadian Derby - Thoroughbred Racing events are Edmontonians (8,462 visitors). The remainder are from other parts of Canada and the U.S.
- The Edmonton Oilers, drawing about 680,000 fans a year, generate tourism business for the city in addition to establishing Edmonton on the world map. About 10% of Oiler fans annually are tourists to Edmonton.

- The Edmonton Eskimos generate a further 304,000 visits and also enhance the image of Edmonton. Approximately 90% of the spectators to the Edmonton Eskimos games are from Edmonton and area. Ten percent of the sports enthusiasts are from the rest of Alberta.
- Fans to the Edmonton Trappers baseball games are from the city, as well as Alberta, Canada, the United States and overseas. About 243,000 people attended Trappers games in 1988.

What are the needs of spectators at sporting events? The destination spectator to a major sporting event may need:

- direction
- accommodation
- transportation services/parking
- food and beverage
- entertainment
- shopping
- personal services

The needs of participants in amateur events may include non-fee "services" such as billeting, free transportation, and informal tours. These services are normally provided by volunteers who are enthusiasts of the sport.

All tourists need hospitable treatment, which is critical to major sporting events.

Competitors at Sporting Events

Edmonton hosts sport tournaments and major amateur sporting events which annually account for thousands of visitors to the city. Amateur sporting events create a year round market, and can be particularly successful as winter markets.

Data have not been collected on the volume of amateur sporting competitor visitation or its economic impact. However, while there is a great need for data in this area, it is evident that the volume is very significant, that the economic impact is in the millions of dollars annually, and that visitation is often repeat annual visitation.

What are the needs of the competitors at sporting events? Their needs are essentially the same as those of spectators. However, to the extent that competitors at amateur events include young people, a greater need for public access to sports facilities may exist.

International Travellers to the Rockies and Alaska

Some travellers to the Canadian Rockies and Alaska may plan Edmonton as a stopping point on their pleasure trip.

While the absolute number of such travellers is unknown, Jasper National Park receives some 2.2 million visitor person trips and there are some 865,000 crossings at the easterly gate to the park annually. Highway 43 is also a well known and popular route to the Alaska Highway and Alaska.

Highway 16, the Yellowhead Route, has been designated as a Trans-Canada Highway and the twinning across Alberta to Jasper National Park boundary will be completed by 1991. Combined with an aggressive marketing campaign, travel to the Canadian Rockies via Edmonton should increase significantly during the foreseeable future.

Travellers destined for the Canadian Rockies need to know what other interesting sights, and activities are available to them in Alberta. Edmonton must be on their list as a possible enroute stop if Edmonton is to increase its share from this segment.

Group Touring Markets

While not specifically a trip purpose market, the group touring market segment deserves particular mention as a pleasure travel target market due to its size, the specific "audience" for sales of such tours, and due to the likelihood that it will increase with the growth of the mature market (the market of persons age 50 plus).

The predominant modes of transport for this market segment are:

- motorcoach
- air
- air and motorcoach
- train

For long haul destinations the "fly and coach" tour is increasingly common.

Generally, the mature market motorcoach tours are looking for scenery; interesting and educational heritage, historical, and cultural sites; shopping; and all other activities that active people enjoy. Theme tours are increasingly common for this group tour segment.

According to Edmonton Tourism records, Edmonton recorded a total of 444 motorcoach tours with 16,870 visitors in 1987. The economic impact was $8.7 million.

The major source regions for motorcoach tours to Edmonton in 1987 were Alberta, New York, Washington, Ontario, and British Columbia. Motorcoach tours originating in Alberta accounted for the greatest economic impact in terms of this tour type to Edmonton.

The key to increasing Edmonton's motorcoach tour market is to maintain a strong product line, work with wholesalers and operators, and maintain a strong presence at the major trade shows.

Short Getaway Markets

The short getaway market is a rapidly growing segment of the tourism industry. The growth in the "sprint vacation" or short getaway phenomenon is generally attributed to societal and lifestyle changes. The baby boomers appear to be choosing work over leisure in the 1980's, as overall leisure time has decreased for almost a decade. Single parenting, the two worker household, and remarriage have all reduced the incidence of large blocks of leisure time. Thus there is an increase in weekend travel, in short getaway holidays using the days around a weekend, and an increasing tendency to add a leisure trip on to business travel.

The average trip distance for the short getaway market is under 400 kilometres and most trips are made by private automobile. Short getaway packages which make the travellers decision easy to make have shown good potential. Recent research by the hotel sector has confirmed that these travellers seek rest and relaxation, psychological "renewal", recreation activities, some night life, and a "low stress" environment. They use this time to recuperate in preparation for their coming week of work.

The weekend getaway market is attracted by urban centres with a full range of attractions, by packages which include discounts at hotels and food and beverage services, and major attractions, and by high quality accommodations.

While the size of this market to Edmonton is unknown, international studies suggest that it is a large and a rapidly growing segment.

Table 7-9 summarizes available data on characteristics of pleasure travel markets for Edmonton. The blank spaces can be read as data gaps requiring further research.

TABLE 7-9
TOURISM MARKET PROFILES FOR ZONE 11 BY TRIP PURPOSE

PLEASURE TRAVEL

PLEASURE TRAVEL	NO. OF VISITORS # PERSON NIGHTS	WHERE ARE THEY FROM?	WHERE ARE THEY GOING?	WHERE WILL THEY STAY?	HOW LONG WILL THEY STAY?	HOW ARE THEY TRAVELING?	WHAT ARE THEIR SOCIO-ECONOMIC CHARACTERISTICS?	WHAT ARE THEIR DEMOGRAPHIC CHARACTERISTICS?	HOW MUCH DO THEY SPEND? (PER CAPITA)	HOW OFTEN DO/WILL THEY COME?	IN WHAT SEASONS DO THEY COME?	WHAT ACTIVITIES DO THEY PARTICIPATE IN?	WHAT ACTIVITIES DO THEY WANT TO PARTICIPATE IN?
ATTRACTIONS	2,554,000		Edmt.	• Hotels/ motels • Friends • Relatives		Auto			$46.47 (in Alta)		Year-round	• WEM • Sightseeing • Legislature • Space Science Centre • Provincial Museum	
SPECIAL EVENTS	2,617,000 (1988)		Edmt.	• Hotels/ motels		Auto		• 18 - 50	$46.47 (in Alta)		Year-round	• Visit Friends • Klondike Days • Heritage Days • Jazz City	
SPORTING EVENTS SPECTATORS	1,365,500 (1988)		Edmt.	• Hotels/ motels		Auto		• 18 - 50	$46.47 (in Alta)		Year-round	• Edmonton Eskimos • Edmonton Oilers • Trappers	
SPORTING COMPETITORS													
INTERNATIONAL TRAVELLERS TO THE CANADIAN ROCKIES (Potential Market)	5,365,000 (1986) Banff 3.1 M Jasper 2.2 M	France UK West Germany Japan US	Enroute Jasper, Banff	• Hotels/ motels • With friends & relatives	2 - 3 days	Plane		• Under 35 • 35 - 54 for UK travellers			May through October	• Sightseeing • Shopping • Dining	
MOTORCOACH TOURS	16,870 (1987)	Alta. Ont. B.C. US	Enroute Western Canada	• Hotels/ motels	2 - 3 days	Plane Bus	• Higher income • Healthy	• 50 + • Senior Citizens	$39.47/day (1987)		Spring/ Summer	• Sightseeing • Attractions	
SHORT GETAWAY		Can. or US (390 km away)		• Hotels	1-2 nights	Auto	• Some secondary education • $40,000/year	• Average 29 years • Single or married (few dependents)			Spring, Summer	• Shopping • Nightlife • Sightseeing • VFR	

SOURCES: 1986 Canadian Travel Survey, 1982 Alberta Travel Survey, numerous segmentation studies from Tourism Canada and statistics from Alberta Tourism.
Blank: Data not available - further research required.

7.2.2 Business Travel to Zone 11

The available sources of information suggest that about 26% of Albertans citing Edmonton as their zone of main destination (1986) list business as their main travel purpose. This ratio implies almost 733,000 business person trips were made by Albertans in 1986. The same ratio for Canadian non-Albertans was 17%, generating a further 149,000 business person trips. It is therefore likely that in 1989, business person trips to Edmonton could exceed 900,000.

Such a variety of business travellers exist, and they have such different demand characteristics that it is difficult to identify their needs in any general sense. Each subsegment of the business market must be addressed in terms of its specific, individual needs.

Business is driven by economic relations, and to the extent that economic relations are strong, business travel will flourish. Alberta is more aware of this fact of economic life than many jurisdictions, having experienced the business cycles of oil so dramatically during the past decade.

Diversification of our economic base is a goal for Alberta. Tourism suppliers must remain close to industries of diversification if the tourism industry is to gain from the opportunities they represent.

It is fundamental that business travel is generated by business strength and business opportunity. By staying close to those industries which are leading Edmonton into the future, business travel and business tourism may be enhanced. These identified leading industries of the future for Alberta include:

- Biotechnology products
- Chemical product development
- Cold region technology
- Consumer products manufacturing

- Data handling and processing
- Electronics/microelectronics manufacturing
- Engineering/technical services
- Filming and video
- Forestry
- Food and beverage processing
- Information and communications
- Oilfield manufacturing and services
- Tourism and recreation

Emerging high technology industries in Edmonton include:

- Advanced materials
- Aerospace
- Biotechnology
- Instrumentation
- Lasers, electronics and computers
- Medical
- Pharmaceuticals
- Specialty chemicals

Thus, for more conventions to be sold or more corporate meetings encouraged, remaining close allies with key Edmonton business sectors is critical.

The business travel segment may be broken down further into subsegments as follows:

- Independent Business Travellers
- Business Meetings Market
- Convention and Conference Market
- Incentive Travel Market
- Trade Show Market

These market subsegments are briefly identified in the following sections.

The Independent Business Travellers

This subsegment includes sales people, business people looking for prospects, truckers, business people who are shopping for equipment supplies, etc. and a host of other motivations which determine an individual business person's reason for travel.

Detailed data are not available on these travellers.

Business Meetings Market

The business meetings market to Edmonton is very large. It includes all travellers to meetings for business purposes whether they are one-on-one negotiations, corporate meetings, or small group gatherings. It does not include conference or convention meetings.

There are no data available to indicate the exact extent of this market. However, the highway and the air routes between Edmonton and Calgary are some of the busiest in Canada. There are over 7,900 "commuter" flights between Edmonton and Calgary annually, and both airports have busy private air terminal areas for corporate airplanes.

The major market by origin for Edmonton business meetings is Calgary. It is likely, based on economic activity, that this would be followed by Vancouver, Toronto, and "other cities".

The business meetings market needs:

- efficient access
- business class accommodation
- business services

- food and beverage
- transportation services
- entertainment
- meeting facilities

The distribution channel and audience for any marketing messages developed for this market segment would primarily be the businesses of Edmonton. Marketing efforts can be directed through some 20,000 business entities in the city to make that message known.

The crossover between business and pleasure travel is a relatively new phenomenon which is very important. This "short-getaway" market chooses its accommodation, food, and other services more carefully to minimize its total business plus pleasure costs.

Conventions and Conference Market

Table 7-10 demonstrates that in 1988 Edmonton hosted 150 major conventions and an estimated 90,575 delegates.

TABLE 7-10

MAJOR EDMONTON CONVENTIONS 1988
(100 + DELEGATES)

Convention Type	# Delegates	# Conventions
International	10,820	18
North American	2,250	4
Canadian	22,625	45
Provincial	54,880	83
Total	90,575	150

(Source: Edmonton Tourism)

Regional meetings drew another 5,620 delegates from Alberta, and these figures include only those meetings recorded by Edmonton Tourism.

The value of Edmonton's convention business grew from $20 million in 1981 to $52 million in 1986. However, competition with other North American cities is very keen, and a continued and concerted effort is required.

The "Successful Meetings Data Bank" indicates that forty-two major Canadian Associations rotate their venue. They require 50,000 square feet of exhibit space and on average 2,000 to 3,000 hotel beds.

Edmonton has ample exhibit space and about 3,276 four and five star hotel rooms, many of which are located close to the Convention Centre or accessible to Northlands.

What do convention and conference visitors desire in a venue? The answer varies by size of group, their budgets, their type of business or activity, their policy, and many other factors. However, what is increasingly important for this market and particularly for larger conventions, is a **co-ordinated marketing effort**. Hotels, convention centres, services, attractions, and events must work together to attract major conventions. Edmonton Tourism helps co-ordinate this effort for Edmonton.

Incentive Travel Market

The incentive travel market is a corporate market which is economically very important. It involves corporate "holidays" which are offered to key performers in an organization as a reward for effort. These corporate "meetings" are usually lavish, with spending in the order of $400 per person per day instead of the conference average amount of $150 per person per day.

The incentive travel market is presently not a strong market in Edmonton. This market is a growing segment and one which spends a great deal of money. The market is very competitive, with many cities vying for major corporate accounts.

Trade Show Market

Over 500,000 people attended consumer and trade shows in Edmonton in 1988. Most trade shows are focused on the local and regional producers, purchasers, and audiences.

Edmonton has an excellent product for this market segment, and increased marketing effort could yield results. This segment is also a very competitive segment among North American cities.

Table 7-11 following summarizes business markets in Edmonton. The blank spaces can be read as data gaps requiring further research.

TABLE 7-11
TOURISM MARKET PROFILES FOR ZONE 11
BY TRIP PURPOSE

BUSINESS TRAVEL

BUSINESS	NO. OF VISITORS # PERSON NIGHTS	WHERE ARE THEY FROM?	WHERE ARE THEY GOING?	WHERE WILL THEY STAY?	HOW LONG WILL THEY STAY?	HOW ARE THEY TRAVELING?	WHAT ARE THEIR SOCIO-ECONOMIC CHARACTERISTICS?	WHAT ARE THEIR DEMOGRAPHIC CHARACTERISTICS?	HOW MUCH DO THEY SPEND? (PER CAPITA)	HOW OFTEN DO/WILL THEY COME?	IN WHAT SEASONS DO THEY COME?	WHAT ACTIVITIES DO THEY PARTICIPATE IN?	WHAT ACTIVITIES DO THEY WANT TO PARTICIPATE IN?
CONVENTIONS AND MEETINGS	96,195	Edmt. Alta. Can. International		• Hotels/ motels	3.82 nights	Auto Plane	• Secondary and/ or post-secondary education	• Male • 25 - 54 years	$132/day (1986) • Canada, North America, International delegates	• Annually • Semi-Annually • Quarterly • Bi-Annually	Spring & Fall (April-June) (Sept - Oct.)	• Dining • Theatre • Sightseeing • Sports Events • Shopping • Night Clubs	
INCENTIVE TRAVEL						Auto Plane							
TRADE SHOWS	42,295	Edmt. Alta. Can. International		• Hotels/ motels	4.23 nights	Auto Plane					Spring & Fall		
CORPORATE				• Hotels/ motels	2 nights	Auto Plane							
GOVERNMENT				• Hotels/ motels		Auto Plane							
TRUCKERS													

SOURCES: 1986 Canadian Travel Survey, 1982 Alberta Travel Survey, numerous segmentation studies from Tourism Canada and statistics from Alberta Tourism.
Blank: Data not available - further research required.

7.2.3 The Visiting Friends and Relatives (VFR) Market

The VFR market is the largest single market for Edmonton. It included 1,017,600 Canadian person trips in 1986 (CTS). It also included about 83,000 person trips (1982 ATS) of American visitation and about 24,000 person trips (1982 ATS) of overseas visitation.

What does the VFR market need? Research at Edmonton attractions shows that when the friends and relatives of Edmontonians visit, they attend attractions and events. Many VFR visitors stay at the homes of their friends and relatives. However, beyond this accommodation characteristic, all the major services to the traveller are required by this market segment.

7.2.4 The Personal Business Market

The personal business segment is best considered to be the trading area for Edmonton.

Edmonton is the jumping off point to the north, and it serves the populations of northern Alberta, of the Yellowknife area, and the western Northwest Territories, and a portion of eastern British Columbia and the Yukon.

This market is reached by the major trade area newspapers on a daily basis. It is a market which would naturally use Edmonton as their major trade and service centre. Special events tend to draw more of this market to Edmonton than would otherwise be the case. Edmonton provides higher order medical care, legal, financial, counselling, and other personal services for much of this population.

7.2.5 The Pass Through Market

The pass through market to Edmonton comprised 1% of the total or 12,000 person trips in 1982. The pass through market is that group of people that passes directly through Edmonton without stopping (except for services) on its way to other destinations. It differs from the "Gateway" market which stops in Edmonton as the "jumping off" point or staging point to a more northerly experience. The pass through market may include truckers, sales people, and fully independent pleasure travellers through Edmonton.

Table 7-12 summarizes the available data on VFR, personal business and pass through markets to Edmonton.

TABLE 7-12
TOURISM MARKET PROFILES FOR ZONE 11
BY TRIP PURPOSE

PERSONAL BUSINESS, VFR, PASSING THROUGH TRAVEL

PERSONAL BUSINESS	NO. OF VISITORS # PERSON NIGHTS	WHERE ARE THEY FROM?	WHERE ARE THEY GOING?	WHERE WILL THEY STAY?	HOW LONG WILL THEY STAY?	HOW ARE THEY TRAVELING?	WHAT ARE THEIR SOCIO-ECONOMIC CHARACTERISTICS?	WHAT ARE THEIR DEMOGRAPHIC CHARACTERISTICS?	HOW MUCH DO THEY SPEND? (PER CAPITA)	HOW OFTEN DO/WILL THEY COME?	IN WHAT SEASONS DO THEY COME?	WHAT ACTIVITIES DO THEY PARTICIPATE IN?	WHAT ACTIVITIES DO THEY WANT TO PARTICIPATE IN?
PERSONAL BUSINESS	214,000				2 - 3 days	Auto	• Some secondary education	• 25 - 34 years		2/year	Year Round	• Personal Services • Entertainment	

VISITING FRIENDS AND RELATIVES	NO. OF VISITORS # PERSON NIGHTS	WHERE ARE THEY FROM?	WHERE ARE THEY GOING?	WHERE WILL THEY STAY?	HOW LONG WILL THEY STAY?	HOW ARE THEY TRAVELING?	WHAT ARE THEIR SOCIO-ECONOMIC CHARACTERISTICS?	WHAT ARE THEIR DEMOGRAPHIC CHARACTERISTICS?	HOW MUCH DO THEY SPEND? (PER CAPITA)	HOW OFTEN DO/WILL THEY COME?	IN WHAT SEASONS DO THEY COME?	WHAT ACTIVITIES DO THEY PARTICIPATE IN?	WHAT ACTIVITIES DO THEY WANT TO PARTICIPATE IN?
VFR	773,000	Calg., rural Alta., Europe	Edm.	• Hotels/motels • With friends & relatives	2 - 3 days	Auto Plane	• Some secondary education • $40,000/year income	• 20 - 44 years	$40.75/day (in Alta)	2/year	Year Round Mostly first & fourth quarters	• Shopping • Sightseeing	

PASSING THROUGH	NO. OF VISITORS # PERSON NIGHTS	WHERE ARE THEY FROM?	WHERE ARE THEY GOING?	WHERE WILL THEY STAY?	HOW LONG WILL THEY STAY?	HOW ARE THEY TRAVELING?	WHAT ARE THEIR SOCIO-ECONOMIC CHARACTERISTICS?	WHAT ARE THEIR DEMOGRAPHIC CHARACTERISTICS?	HOW MUCH DO THEY SPEND? (PER CAPITA)	HOW OFTEN DO/WILL THEY COME?	IN WHAT SEASONS DO THEY COME?	WHAT ACTIVITIES DO THEY PARTICIPATE IN?	WHAT ACTIVITIES DO THEY WANT TO PARTICIPATE IN?
GENERAL	12,000			N/A	N/A	Auto Plane					Year Round		
TRUCKERS				N/A	N/A								
SALESMEN				N/A	N/A								
FIT o Albertans o Canadians o Americans				N/A	N/A								

SOURCES: 1986 Canadian Travel Survey, 1982 Alberta Travel Survey, numerous segmentation studies from Tourism Canada and statistics from Alberta Tourism.
Blank: Data not available - further research required. N/A = Not applicable.

7.3 Geographic Market Segments

Geographic market segments for Edmonton include:

- Regional/Trade Area Markets
- Canadian Provinces
- American States
- Overseas Markets

These will be considered briefly in the following subsections.

7.3.1 Regional/Trade Area Markets

Whether travelling on business, for personal reasons, or on a pleasure trip, Albertans are clearly Edmonton's largest market by area of geographic origin.

A good portion of the travel by Albertans can be attributed in part to Edmonton's function as one of two significant trading centres of Alberta. Edmonton acts as a magnet drawing travellers to do business and to be entertained in this major city.

Edmonton also serves as the jumping off point to the North, and provides the supplies and equipment, goods and services, and transportation to Northern Alberta, the Northwest Territories, and the Yukon.

The population of Northern Alberta numbers some 242,000 people (1988). Much of the higher order shopping of these people occurs in Edmonton, and Edmonton serves as their centre for occasional entertainment and other tourism activities.

Evidence of the importance of Edmonton as a service centre to the north can be found in the weekend traffic from Fort McMurray to Edmonton. Scheduled air service is full and as many as ten busloads of oil sands workers travel to Edmonton to spend the weekend.

Yellowknife (1988 population: 11,800) and Whitehorse (1988 population: 15,200) are the major centres in the far north served by Edmonton. However, Edmonton is the provision point for many far northern operations, including Beaufort oil and gas operations, mining operations, and scientific and military operations in the far north.

While it is important to concentrate on the gateway function of Edmonton, it should be understood that the major source of Albertan tourism to Edmonton lies in the Edmonton-Calgary corridor cities -- primarily Calgary and Red Deer. These are key geographic target markets. They will increase in importance if Edmonton businesses successfully target short getaway visitors from these centres.

7.3.2 Canadian Provinces

British Columbia and Saskatchewan are Edmonton's second and third most important markets by origin. The 1984 CTS data indicate that of the non-Albertans whose main destination was Zone 11, 46% were from British Columbia and 32% were from Saskatchewan. The 1986 CTS figures indicate that 29% of the British Columbia visitors to Alberta visited Zone 11 (227,360 person trips), while 20% of Saskatchewan visitors to Alberta visited the Zone (190,400 person trips). The number of person nights estimated for 1986 was 191,000 for British Columbia and 177,500 for Saskatchewan.

Alberta Tourism research indicates that the three most popular destinations for British Columbia, Saskatchewan and Montana residents are Calgary, Edmonton, and Banff. The "Take an Alberta Break" promotion was targeted at these regions.

Saskatchewan and British Columbia residents largely comprise VFR and vacation markets, with very high levels (+95%) of repeat visitation. They arrive by car, and they like to ski, visit attractions, and see entertainment. Together these markets were worth over $357 million to Alberta in 1988.

Edmonton's Team Tourism Marketing Plan identifies Canadian target markets as follows:

> **Leisure Markets** - Western Canada, Ontario as primary markets with the rest of Canada as secondary markets.
>
> **Conference and Trade Show** - Toronto/Ottawa as primary markets, with Western Canada as the secondary target market.

7.3.3 American States

United States travellers to Zone 11 accounted for 21% of total zone visitation by non-Albertans in 1982 (ATS). The Alberta Travel Survey data indicates Alberta's top states of origin to be as follows:

Origin States	Household Parties	Percent
• California	82,000	(4%)
• Northwest States (Montana, Idaho, Wyoming)	71,000	(3%)
• Pacific Northwest (Washington, Oregon)	58,000	(3%)

More recent estimates suggest that about 307,000 Californians (1986), and over 135,000 people from the Pacific Northwest visited Alberta in past years. However, their primary destinations were Banff, Calgary, and Jasper. Edmonton was not strongly represented.

Surveys of the Washington, Oregon and California markets in 1987 determined that total direct tourism expenditures by these visitors amounted to $47 million, $20 million and almost $93 million, respectively, in that year. An estimated 127,000 California visitors had come to Alberta in the past 12 months, and some 64,000 of these visitors came to Edmonton.

The Oregon market to Alberta that year was almost 25,000 visitors, 18,500 of whom visited Edmonton. The Washington market numbered over 70,000 visitors, 40,000 of whom visited Edmonton.

Studies of the Montana market conducted in 1988 show a high level of repeat visitation, strong interest in scenery, and a strong interest in certain attractions. Of those who travelled to Alberta in the preceding 12 months, 32% went to Edmonton, and 25% listed West Edmonton Mall as their reason for travelling to Alberta.

Of those Montana residents who intend to travel to Alberta, 37% intend to visit Edmonton, as compared with 26% who intend to visit Calgary.

The Edmonton Team Tourism Marketing Plan identifies the following United States target markets:

> **Leisure Markets** - California/Arizona, Pacific Northwest, New York and Florida as primary markets, with concentration on city pairs and air hubs.
> **Business Markets** - Washington, D.C., Chicago, New York as primary markets, with California and Texas as secondary markets.

7.3.4 Overseas Markets

Alberta's major overseas markets in 1982 were:

Country of Origin	Household Parties	Percentage
• United Kingdom	47,000	(2%)
• Other Europe	45,000	(2%)

International visitors to Zone 11 accounted for 6% of all non-Albertan visits in 1982.

The major international geographic market which has been targeted by every city in North American is the Japanese market. This market is projected to reach 11 million outbound trips by 1990, with the encouragement of the Japanese government. The Japanese market to Alberta has grown by 40% since 1979, with most of the 47,800 people (1985) going to the Banff Rockies.

The Team Tourism Marketing Strategy for Edmonton lists Europe as a secondary target market for leisure travel, and as a primary target market area for business travel and conventions.

Airport arrivals by international visitors were up 6% in 1987 over 1986, a positive indicator of international visitor growth.

The Canadian Airlines International flights, which began weekly service from Japan to Edmonton in June 1989, could be a major boon to Edmonton. Passenger loads are expected to be high, and approximately 70% of passengers are expected to be pleasure travellers.

Japanese markets are characterized as seeking:
- first class hotels
- fine dining restaurants
- world class attractions
- high levels of hospitality
- very polite treatment
- no delays in service

These groups are prepared to pay for fine treatment. While they say little if treated below their expectations, they will not likely return.

The Edmonton product is not competitive with other centres which target the Japanese market. Promotional material is being developed in the Japanese language. Training in Japanese customs, service, and hospitality must be conducted. Edmonton's attractions, events and services must be adjusted if this market is to be retained once it is attracted.

Other Pacific Rim countries may be ideal target markets for Edmonton -- Korea, Taiwan, Singapore, Hong Kong. The business travel aspects of these markets may be developed immediately, and with strong positive results. Edmonton has already implemented a number of initiatives in this regard, not the least of which was the Chinese Trade Show held in

1987. By fostering increased business ties, Edmonton will benefit from increased business travel. Pleasure travel will follow.

The market from the United Kingdom to Edmonton is fairly strong. It is largely a VFR and vacation market and its spending is lower than other countries.

The West German market to Edmonton, like the European markets generally are characterized by a high touring component. The "fly and drive" recreation vehicle rental companies operating in Edmonton derive a majority of their summer business from European markets. Alberta's Trade Commissioner to Germany can assist Edmonton in opening this German and European market.

Table 7-13 summarizes the the market segmentation analysis by geographic origin.

TABLE 7-13
TOURISM MARKET PROFILES FOR ZONE 11 BY GEOGRAPHICAL ORIGIN

GEOGRAPHICAL ORIGIN	NO. OF VISITORS # PERSON NIGHTS	WHERE ARE THEY FROM?	WHERE ARE THEY GOING?	WHERE WILL THEY STAY?	HOW LONG WILL THEY STAY?	HOW ARE THEY TRAVELING?	WHAT ARE THEIR SOCIO-ECONOMIC CHARACTERISTICS?	WHAT ARE THEIR DEMOGRAPHIC CHARACTERISTICS?	HOW MUCH DO THEY SPEND? (PER CAPITA)	HOW OFTEN DO/WILL THEY COME?	IN WHAT SEASONS DO THEY COME?	WHAT ACTIVITIES DO THEY PARTICIPATE IN?	WHAT ACTIVITIES DO THEY WANT TO PARTICIPATE IN?
ALBERTA	1,529,000	Alta	Edmt.		1.83 nights (in Alta)	Auto Bus Plane	• High School • Post-Secondary $30,000 - $39,000 income	• Male & Female married or single • Age 20-54	$34/day (1986)		Year Round	• Personal • VFR • Shopping • Sightseeing • Nightlife & Recreation	
BRITISH COLUMBIA	191,000	B.C.	Alta.	• With friends & relatives • Hotels/ motels	6.7 nights (in Alta)	Auto Plane	• High School education • Some Post-Secondary	• Young couple • Middle or older family	$57/day (in Alta)		Summer (June - Sept.)	• VFR • Sightseeing • Relaxing • Shopping	
SASKATCHEWAN	177,500	Sask.	Alta.	• Friends & relatives • Hotels/ motels	5.9 nights (in Alta)	Auto	• High School education • Some Post-Secondary	• Young family • Young couple • Middle family	$61/day (in Alta)		Summer (June - Sept.)	• VFR • Sightseeing • Relaxing • Shopping	
CANADA	368,000	Can.	Edmt. & Alta.	• Friends & Relatives • Hotels/ motels	6.19 nights (in Alta)	Auto Plane	• High School education • Some post-secondary	• Young couple • Young family • Middle family • Older couple	$58/day (in Alta)		• Year Round • Mostly first and second quarter	• VFR • Sightseeing • Relaxing • Shopping • Nightlife & Recreation	
U.S.A.	Visits to Zone: 251,000 Overnight in Zone: 143,000 Main Destination: 72,000 (1982)	USA Montana, Wash. Oregon Calif.	Alta.	• Hotels/ motels • Friends & relatives	3.9 nights (in Alta)	Auto Plane	• Upscale male	• Retired couple • Older couple	$71/day (in Alta) (1987)		Summer (June - Sept.)	• Sightseeing • Relaxing • Photography • Visiting sites & museums	
JAPAN		Japan	Banff, Jasper	• Hotels/ motels • Friends & relatives	4.0 nights (in Alta)	Plane	• Higher income • Better educated	• Female & married • 45 +	$127/day (in Alta) (1987)		Mainly Summer	• Sightseeing • Shopping • Dining Out • Tours	

SOURCES: 1986 Canadian Travel Survey, 1982 Alberta Travel Survey, numerous segmentation studies from Tourism Canada and statistics from Alberta Tourism.

Blank: Data not available - further research required.

TABLE 7-13
TOURISM MARKET PROFILES FOR ZONE 11 BY GEOGRAPHICAL ORIGIN

(CONTINUED)

GEOGRAPHICAL ORIGIN	NO. OF VISITORS # PERSON NIGHTS	WHERE ARE THEY FROM?	WHERE ARE THEY GOING?	WHERE WILL THEY STAY?	HOW LONG WILL THEY STAY?	HOW ARE THEY TRAVELING?	WHAT ARE THEIR SOCIO-ECONOMIC CHARACTERISTICS?	WHAT ARE THEIR DEMOGRAPHIC CHARACTERISTICS?	HOW MUCH DO THEY SPEND? (PER CAPITA)	HOW OFTEN DO/WILL THEY COME?	IN WHAT SEASONS DO THEY COME?	WHAT ACTIVITIES DO THEY PARTICIPATE IN?	WHAT ACTIVITIES DO THEY WANT TO PARTICIPATE IN?
UNITED KINGDOM		UK	Banff, Jasper	• Hotels/ motels • Friends & relatives	9.9 nights (in Alta)	Plane	• Less educated • Lower income	• Older male/ female	$40/day (in Alta) (1987)		July through October	• Shopping • Photography • Dining Out • Sightseeing	
FRANCE		France	Banff, Jasper	• Hotels/ motels • Friends & relatives	7.2 nights (in Alta)	Plane	• Higher household incomes • Higher education		$56/day (in Alta) (1987)		July and August (Peak period)	• Sampling Local Foods • Dining Out • Photography • Sightseeing • Shopping	
WEST GERMANY		West Germany	Banff, Jasper	• Hotels/ motels • Friends & relatives	9.2 nights (in Alta)	Plane		• 45 +	$48/day (in Alta) (1987)		Spring, but mainly summer	• Dining Out • Sampling Local Foods • Sightseeing • Photography	
INTERNATIONAL (Overseas)	35,000	International		• Hotels/ motels • Friends & relatives	10.52 nights (in Alta)	Plane		• Young couple • Grown family • Older family	$35/day (in Alta) (1986)		Summer (June - Sept.)	• Sightseeing • Photography • Picnicking • VFR • Relaxing • Shopping	

7.4 Emerging Tourism Markets

A vast number of trends can be recorded as factors which will influence tourism and travel now and in the future. However, certain trends impact all activity in the tourism sector in Canada, and it is these trends and their ramifications which will be addressed in this section.

Globalization Has and Will Change Travel Behaviour

Globalization is the dominant force which has and will impact travel and tourism in the foreseeable future. Globalization of economies, business activities and information technology, communications technology, and markets is bringing the world literally closer together. The time-distance between world centres has decreased dramatically during the past two decades.

Business travel increased dramatically during the 80's as a result of globalization, and this business travel effect is not expected to diminish significantly in the foreseeable future. As business ties between countries increase, interest in pleasure travel between countries is expected to rise. With the explosion of information about the world, the individual has more knowledge about destinations and more choice. Barriers to travel will diminish as knowledge of destinations grow. Pleasure travel will increase as a result.

Tourism destination operators have also increasingly realized that they are competing on a world scale for market share against other regions which offer competitive products. They have acted on this new view of the world, and there is evidence of tangible effects in the tourism marketplace:

- An explosion of competition between destinations.
- An explosion of marketing activity.
- Rapidly increasing cooperative ventures between operators and public entities in destination regions.

- Vast increases in the total volume of marketing messages and "sales pitches" in the world stage.
- Very significant increases in the costs of buying a "position" or "voice" in the competitive world stage.
- An explosion of market segmentation activity, narrow-casting, and direct marketing approaches to target segments.

Additional global trends which clearly have an impact on tourism include:

- increasing global environmental consciousness;
- increasing concern with personal safety in travel;
- increasing demand for non-consumptive pleasure travel; and
- increasing demand for experiential pleasure travel, and particularly in the cultural travel category.

The Dominance of the Baby Boomers Underlies Most North American Tourism Trends

The baby boom generation, constituting 33% of the North American population, is now between the ages of 23 and 42 years. By the year 2000, they will be 37-55 years old, and the first cohorts of this dominant group will begin to retire.

The baby boomers have determined much of the economic activity of North America since 1945, and they will continue to do so in the future. The "ripple effect" of the boom -- babies born to the baby boom generation -- is now being felt in the North American economy.

With the baby boom generation has come much greater market demand, higher disposable incomes, more prosperity, and more product choice. However, with this group has also come higher levels of job competition, a longer work week, two income households, increasing costs of living, and general reductions in real leisure time.

Some of the tourism ramifications which can generally be attributed to the baby boom impact includes:

- Increasing business travel.
- Growth of short-getaway weekend travel, especially attached to business trips.
- General increase in all tourism activity.
- Increasing interest in educational component of leisure trip.
- Increasing interest in city destinations and a variety of activities centered on one city location.

The baby boom impact changes tourism patterns constantly, and this key factor must be considered in all planning decisions. Recent research indicates new patterns which may be emerging as a result of the aging of the baby boomers.

- Recent decrease in back-country hiking activity.
- Apparent increases in the long haul rubber-tire touring vacation in America.
- Recent growth in exotic adventure tours to expensive locations.
- Increase in shopping activities as a central component of a tourism trip.

The tourism demands of the baby boomers will determine the success of tourism products and destinations in the future. The impact and special needs of the single parent travellers must also be given consideration.

The "boomers" contain a number of subsegments defined by age category, socio-economic status, marital status, values, attitudes, lifestyle and psychological profile. The boomers are not a homogeneous group. Specific subsegments must be targeted, and their demands must be met if Edmonton is to succeed in attracting their business.

The Mature Market is the Second Major Demographic Fact Which Will Impact Tourism in North America

The aging of the North American population will have a dramatic impact on the way people relate to each other. It will affect all aspects of our lives, including tourism and travel activity.

The mature market, in Canada represents over 10% of the population aged 65 and over. It accounts for over 25% of the population over 50 in the USA today. In North America this group has the greatest level of discretionary income in history, and they are prepared to spend.

The 50+ group takes 60% more pleasure trips than the average traveller, and they stay, on average, twice as long.

The mature market accounts for changing tourism patterns in a number of key product areas:

- The boom in the cruise industry.
- The boom in the motorcoach touring industry.
- The boom in luxury travel.
- The increase and emergence of the soft adventure product area.
- Changing patterns of permanent accommodation in resort areas, the sunbelt, and more northerly location.
- Recent increases in more sedentary activities such as bird watching.
- Trend toward more convenience travel with little time to plan trips, more package trips, fly/drive and spontaneous travel.

What does the mature market trend mean for Edmonton in the short run? It means Edmonton must compete for market share with tailored quality products offered at a fair price, address the motorcoach market specifically and aggressively, and refine its physical products to accommodate certain segments of the mature market.

As the 21st century approaches, the mature market will be a fitness oriented, lifestyle oriented, powerful market group which will dominate North American travel. Residential options will include wintering in the south and spending summers in more temperate climates. Some definitions in tourism may have to change. As the mature market ages, the travel product offered will need to change to accommodate their needs.

The Emergence of "Cultural Tourism" as a Force Will Impact Tourism Planning.

Both major demographic forces in society are demanding a higher learning component in their leisure travel. Educational offerings rank high on all tourist activity lists, and the Smithsonian Institute recently estimated educational travel to be the fastest growing area of tourism in North America.

The tourism product ramifications include:

- Increasing demand for cultural/historical/heritage interpretive products at travel destinations.
- Increasing concern for environmental integrity and desire to learn more about how people can live in concert with the environment.
- Increasing interest in creatively presented education components in interpretive displays.
- Increasing concern for cultural integrity in interpretation -- a need to see the "real thing".
- Increasing cultural/adventure travel -- travel to exotic locations to actually see and be with the people.

Economic Trends Will Affect Tourism Performance

Canada is facing a national debt crisis which governments are taking action to address. Actions include cost reductions and revenue increases. Regardless of the choices made by politicians, the impact on Canadians may be a significant reduction in our standard of living.

Some sources suggest that the Canadian dollar could fall to 75 cents in the near future. More optimistic sources predict an 80 cent Canadian dollar.

The erosion of Canada's relative economic position will have a positive impact on travel to Canada. Canada will become, relatively speaking, a great bargain for stronger economies. If tourism prices do not rise to offset the dollar decline, tourism to Canada could be very strong. Alberta will benefit from this strength, and Edmonton will be in a position to compete for greater market share with other Alberta destinations. More travel within Canada and closer to home is also expected.

Major Trends in the USA Will Impact Edmonton's Prospects

Two major trends in or with the USA will impact tourism to Canada and potential to Edmonton.

Free Trade with the USA will increase business travel along north-south axis. This change in business travel will erode the east-west economic linkages which were forged at Confederation with the laying of the trans-continental rail line, and which have been supported by federal-provincial policies since that time.

Increasing north-south business travel will lead to increasing north-south pleasure travel. It will increase ex-patriot community development on both sides of the border. It will increase leisure property foreign ownership on both sides of the border. Ultimately, it will increase VFR travel between countries.

Edmonton's support for enhanced north-south economic interaction will be beneficial from a tourism development perspective since this will bring easier access to larger and closer markets.

The second major trend which may positively impact pleasure travel to Edmonton is the extent of congestion in the continental United States. Aviation gridlock is a subject discussed at all major tourism gatherings. Gridlock on major automobile arteries, especially to destination areas such as the Rocky Mountains is an issue of increasing concern.

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APPENDICES

APPENDIX I

TERMS AND DEFINITIONS

APPENDIX I

TERMS AND DEFINITIONS

Several terms require definitions to ensure common understanding of the report.

Attraction

An attraction is a physical feature of interest or significance which can either be natural or man-made. There may or may not be facilities constructed in conjunction with it to increase the enjoyment of visitors. The attraction can be of international, national, provincial, regional or local significance depending upon the degree of market appeal.

Event

An event is a transitory man-made occurrence, celebration or activity of considerable interest and notability that is held on a one-time only or regular basis (eg. weekly, monthly, annually). Examples include rodeos, baseball tournaments and festivals. It can be of international, national, provincial or local significance depending on the markets that are attracted.

Facility

A facility is a development whose primary purpose is to offer a particular service or recreational activity opportunity to residents or visitors. Service facilities may include accommodation, food, beverage or automotive services, while recreation facilities can range from ski developments to tennis courts, from marinas to swimming pools.

Fixed-Roof Accommodation

Buildings designed primarily as overnight accommodations for travellers, including: hotels, motels, inns, motor inns, lodges and cabins.

Heritage Resources

Historic sites, buildings, areas, cairns, points-of-interest, museums, archives, literature and spoken words representing the persons, places and events of the past.

Historic Corridor

A river, lake or overland trail that played a significant role in the exploration, trade and settlement of the area. Water routes are navigable by non-motorized and/or motorized pleasure craft and have inherent capability for historic interpretation and associated recreational activities. Trails may be travelled by foot, horseback, wagon or vehicle.

Hospitality

Hospitality involves how tourists are greeted and treated. As the most human aspect of tourism, hospitality relates to the ability and enthusiasm of people who deal with tourists. Hospitality in most cases involves everyone in the community. By obvious extension, it determines whether visitors have a pleasant and enjoyable experience in an area and whether they will return or tell others about it.

Infrastructure

Infrastructure embraces such things as roads, airports, railways, parking areas, sewage dump stations, water and power services, boat launches, and location and distance signs. This category also includes those community recreation facilities that can be used to host events and sports tournaments such as ice arenas, curling rinks, baseball diamonds, community halls, etc.

National/Provincial Travel Corridor

A road, trail or other transportation route, such as a highway crossing the Zone, serving as a major traffic artery between communities or attractions for the transportation of goods or people. One or more of the communities or attractions may be located outside of the Zone. The Yellowhead Highway is an example of this type of corridor.

Promotion

Promotion involves how individuals and groups organize to market an area to potential tourists. It covers the tools communities use to attract visitors. Advertising, travel shows, magazine articles, brochures, maps, videos, commercial and promotional signs, auto tour guides, and tourist information booths are all examples of tourism promotion.

Regional Travel Corridor

A road, trail or other transportation route, such as a railway line, connecting communities or attractions within the Zone and serving as a major traffic artery between communities or attractions for the transportation of goods or people.

Scenic/Historic Route

A paved or unpaved route that brings the traveller into contact with landscapes, natural and cultural features, historic sites or monuments of significance to the heritage of the province or the region.

Service Centre

A community or stopping place along a road or trail providing services to users. Gasoline, food, accommodation, repairs and information are services most often sought by tourists at such centres.

Services

Services include the hotels, motels, campgrounds, restaurants, service stations, and other retail businesses in a community that take care of a visitor's needs.

Tour Operator

A tour operator designs tour packages which usually combine a variety of travel facilities and services sold for an all inclusive price usually through tour wholesalers, travel agents or direct to consumers.

Tour Wholesaler

A tour wholesaler is a company that acts as a sales agent for a tourism facility or tour operator within a given geographic area, which is a long way from where the tourism product is offered.

Tourism

Tourism can be defined as people travelling outside their home communities for rest, recreation, sightseeing, personal reasons, shopping and business. This includes both Albertans and non-residents. It excludes daily commuting to work or school.

Tourism Action Plan

A written document formally endorsed by Municipal Council produced on behalf of a community by a group of people representing a broad cross-section of the community. The Plan provides a framework for businesses, local government, and other organizations to analyze tourism resources and concerns and to encourage tourism development and promotion within the community.

Tourism Destination Area

A tourism destination area is a distinct geographical area containing one or more tourism opportunities which could be integrated into a network of supporting facilities, attractions and events. One or more of the area's dominant historical, cultural, industrial or natural resource themes should be reflected in the developments and programs may be oriented to one or more of the following activities and services: recreation, sightseeing, shopping, attending events, visiting natural, cultural or historic sites, general touring, accommodation, food services, and so on. The developments and programs may also be oriented to one or more seasons and may attract a broad range of market segments depending upon the quality and quantity of tourism amenities available.

Tourism Opportunity

Principally a business or investment intended to capitalize on the natural and human resources and marketing potential for the zone. The opportunity is to develop a natural, man-made or heritage resource to attract, accommodate, facilitate or promote tourism in the Zone. Development could occur as a result of the addition or improvement of an operation or service; the addition or improvement of a program; the addition, construction or improvement of a facility; or could be based on natural or man-made resources. In most cases, a detailed feasibility assessment is recommended prior to implementation.

Tourist

A tourist or visitor is any person travelling away from home on a return trip for vacation, visiting friends and relatives, business, personal reasons and shopping. Daily trips to work and school are not included.

APPENDIX II

LIST OF CONTACTS

LIST OF CONTACTS

ATTRACTIONS

ORGANIZATION	NAME
Business & Entertainment	
Andrew Wolf Wine Cellars	Elvina Wolf
Boardwalk Market	Catherine Ewing, Director of Marketing, City of Edmonton
Strathcona Square	Craig Rocque, Controller, Clarion Hospitality Industries Ltd.
Edmonton Convention Centre Authority	Ekkehard Kolesch, General Manager
Edmonton Northlands	Cliff Phillips, Booking Coordinator; Roger Pollock, Sales Manager; Eunice Barnes, Race Office Supervisor; Sharon Wilson, Marketing Director
Edmonton Research Park Authority	Karen Mowat, Administrator
Great Divide Waterfall	Dennis Thompson, Corporate Communications, City of Edmonton
Triple 5 Corporation	Susan O'Connor, Media Relations Coordinator
Character Areas	
Downtown Business Association of Edmonton	Randall Way, Executive Director
Old Strathcona Foundation	Don Belanger, Executive Director
Chinatown	Molly Smith, Communications, City of Edmonton, Planning and Building
124 Street Business Association	Jocelyn Brown, Business Revitalization Zone

ATTRACTIONS (Continued)

ORGANIZATION	NAME
Cultural	
Alberta Ballet	Dorothy Evaskevich, Marketing Coordinator
Friends of the Ukrainian Cultural Heritage Village	Cathy Hughes, Tourism Industry Liaison Officer, Alberta Culture and Multiculturalism
Jubilee Auditorium	Larry Trahan, Assistant Manager, Alberta Culture and Multiculturalism
Multicultural Heritage Centre	Phyllis Rognvaldson, Marketing Manager, Alberta Culture and Multiculturalism
Bearclaw Gallery and Gallery on Whyte	Jackie Bugera, Manager; Agnes Bugera, Owner, Bugera Holdings
Catalyst Theatre Society	Marilyn McLean, Community Development Coordinator
Citadel Theatre	Carol Houghton, Marketing Secretary Communications; Bob Haromy, Box Office Manager
Edmonton Art Gallery	Kathleen Knowlton, Public Relations Officer; Alma Garneau, Administrative Services Manager
Edmonton Concert Hall Foundation	Peter Langford-Jones, President and CEO
Edmonton Opera	Nancy Shorter, Communications Coordinator; Maureen Debaji, Box Office Manager
Edmonton Public Library	Paul Morgan Donald, Facility Coordinator
Edmonton Symphony Orchestra	Ken Gurr, Communications Coordinator
Gallery Walk	Rulla Duk, Manager - Canadiana Gallery
John L. Haar Theatre	Helen Stern, Secretary for the Theatre Department, Grant MacEwan Community College
Le Theatre Francais D'Edmonton	Julien Forcier, Artistic Director
Mayfair Theatre and Stage West	Kerry-Lynn Hucul, Sales and Advertising Manager, Mayfield Investments Ltd.
Northern Images	Mrs. Kaye Butler, Manager
Northern Light Theatre	Frank Glenfield, General Manager; Juliette Kershaw, Publicist

ATTRACTIONS (Continued)

ORGANIZATION	NAME
Cultural (Continued)	
Phoenix Theatre	Brenda O'Donnell, General Manager
Studio Theatre	James Simon, Publicist/House Manager
Theatre Network	Caroline Howarth, Marketing Manager
Ukrainian Canadian Archives and Museum of Alberta	John Kucharyshyn, Museum volunteer
Ukrainian Women's Association of Canada - Alberta Branch	Nellie Seniw, Past-President
Myer Horowitz Theatre	Georgia Ross, Administrator Promotions Coordinator University of Alberta Student Union
Walterdale Theatre Associates	Rowe Ann Rivet, Vice-President
Workshop West Playwrights' Theatre	Wendy Dawson, General Manager

ATTRACTIONS

ORGANIZATION	NAME
Educational	
Alberta Cancer Board and Alberta Cancer Foundation	Mr. Zepp/Associate Director and Karen Walker/Public Relations
Alberta Culture and Multiculturalism	Karen Jensen, Head of Educational Interpretation
Alberta Wildlife Park	Bill Cochrane, Managing Director
City of Edmonton, Parks and Recreation	Gerry Lunn, General Supervisor
City of Edmonton, Parks and Recreation	Lynn Dennis, Program Marketing Manager and John Helder, Director
Edmonton Space Sciences Foundation	Margaret Hale, Marketing Director
Friends of the Devonian Botanic Garden	Patrick Seymour, Director

ATTRACTIONS (Continued)

ORGANIZATION	NAME
Educational (Continued)	
Friends of Rutherford House and Friends of the Strathcona Archaelogical Centre	Cathy Hughes, Tourism Industry Liaison Officer, Alberta Culture and Multiculturalism
Polar Park	Gina Oeming, Al Oeming
Provincial Government, University Hospitals Fund	Kathy Ducharme, Communications Assistant
University of Alberta	Margaret Schneider, Operations Manager
University of Alberta	Shawn Kukura, Assistant Events Coordinator; Cindy Forre-Laskosky, Events Coordinator of the Van Vliet Centre/U of A
University of Alberta Office of Public Affairs	Tammy Heisler/Public Relations Assistant and Lorraine Morin/clerk typist/Public Affairs, University of Alberta
Valley Zoo Development Society	Ron Praskow, Public Service Supervisor, Edmonton Parks and Recreation
Historical	
C & E Rail Station	Alison Elgert, Summer Student Employee, Alberta Culture and Multiculturalism
Father Lacombe Chapel	Cathy Hughes, Tourism Industry Liaison Officer, Alberta Culture and Multiculturalism
Alberta Culture and Multiculturalism	Scott Thompson, Assistant to the Manager of Visitor Services
Alberta Government Telephones	John Nienhuis, Corporate Historian
Alberta Pioneer Railway Museum	Mr. Colin Hatcher
Canada's Aviation Hall of Fame	Steve Querry, Curator; Art Graae, Administrator
City of Edmonton Archives	Helen LaRose, Supervisor, City of Edmonton Parks and Recreation
Public Schools Archives and Museum/McKay Avenue School	Marlene Smith, Curator, City of Edmonton, Edmonton Public School Board

ATTRACTIONS (Continued)

ORGANIZATION	NAME
Historical (Continued)	
Fort Edmonton Park	Gordon Wick, Marketing Manager, City of Edmonton Parks and Recreation
Gateway Park Oil Interpretive Display	Dave Schneider, Executive Assistant to the General Manager, City of Edmonton Parks and Recreation; Ana Baros, Director of Visitor Services, Edmonton Tourism.
John Walter Museum	Margot Hervieux, Capital City Park Supervisor, City of Edmonton Parks and Recreation
City of Edmonton, Police Department	Rick Warring, Curator, Edmonton Police Museum and Archives
Country Music Federation of Canada	Bill Maxim, Chairman and Deborah Witwicki, Public Relations Officer, Edmonton Convention Centre
Edmonton Telephones Historical Information Centre Foundation	Melaine Garrison, Tour Guide
Friends of Musee Heritage Museum	James Tirrul-Jones, Curator/Manager; Marguerita Arias, Administrative Assistant
Old Strathcona Model and Toy Museum	Bob Owen and Jerry Bell, Owners
Provincial Government, Executive Council	Scott Thompson, Assistant to the Manager of Visitor Services
Recreational	
Velodrome	Jim McAulisse, Facilities Supervisor, City of Edmonton
Commonwealth Lawn Bowling Club	George Fyfe, City of Edmonton
City of Edmonton, Parks and Recreation	Margot Hervieux - River Valley Outdoor Association
City of Edmonton, Parks and Recreation	Pat Church, Programming and Marketing Supervisor
Kinsmen Fieldhouse	Supervisor of Marketing Programs, City of Edmonton Parks and Recreation

ATTRACTIONS (Continued)

ORGANIZATION	NAME
Recreational - Continued	
Federal Government, Parks Canada	Cliff Kaleski, Chief Visitor Services
McLeod Creek Farm	Rick Milligan, Owner
Millwoods Recreation Centre	Phil Fearon, Facility Manager City of Edmonton Parks and Recreation
Southside Athletic Grounds	Doug Costingan, Field Sports Advisor; Bill Boyko, Caretaker; Doug Kirchner, Directors of Parks Maintenance Southwest District, City of Edmonton Parks and Recreation
Strathcona Shooting Range	Shirley Olson, Manager City of Edmonton Parks and Recreation
Whitemud Drive Amusement Park	Lloyd and Peggy McKenzie
Wild Waters Waterslide Theme Park	Dan Tworek, Assistant Manager
Tourism	
Edmonton Convention and Tourism Authority	Rick Antonson, General Manager
	Marc Veillette, Director, Conference and Trade Show Marketing Division
	Marla Daniels, Director, Leisure Travel Marketing Division
	Mavis Snider, Marketing Research Officer, Leisure Travel Marketing Division
	Ana Baros, Director, Visitor Services Division

EVENTS

ORGANIZATION	**NAME**
Alberta Park Art Publications (1981) Society	Susan Abells-Fridman, Co-artistic Director; Linda Wedman, Co-artistic Director; Daniel Milburn, Marketing Director
Black Gold Rodeo Society	Lee Helmig, Event Coordinator
Brick Warehouse	Dennis Henke
Cameo Convention Consultants	Eleanor Bercov and Ruth Spector, Event Coordinators
Canadian Forces	Major N.K. Fraser, Air Show Coordinator; Lieutenant Colonel Lucas, Airshow Director
Canadian National Sportsmen's Show	Blaine Woit/Cliff Philips
Chinook Theatre	Cathryn Lowther, Brian Paisley, Director
Citadel	Gail Barrington-Moss, Festival Manager
Edmonton Convention Centre	Debra Witwicki, Event Coordinator
Edmonton Eskimo Football Club	Allan Watt, Director, Public Relations
Edmonton Folk Music Festival	Loro Carmen, Dawn Callan, General Manager
Edmonton Heritage Festival Association	Dennis Fahlman, General Manager
Edmonton Home Builders Association	Rick Young, Producer and Manager
Edmonton International Auto Show	Mr. Doug Welliver
Edmonton Klondike Days Association	Al Parson, General Manager
Edmonton Northlands	John Harms, Trade Show Manager
Edmonton Northlands	Patti Stewart, Event Manager; Leroy Emerson, Assistant Division Manager
Edmonton Northlands	Bob Gray, Major Events Division Manager
Edmonton Northlands	Unis Barnes/Don Fleming

EVENTS (Continued)

ORGANIZATION	NAME
Farm and Ranch Show	Patti Stewart, Event Manager; Dave Hutton, Event Manager; Edmonton Northlands, Southex Exhibitions
Edmonton Northlands and Canadian Professional Rodeo Cowboys Association	Patti Stewart, Event Manager
Edmonton Northlands Racing Commission	Jack Nichol/Unis Barns, Don Fleming, Racing Division
Edmonton Oilers Hockey Club	Stew McDonald, Director of Marketing
Edmonton Shrine Club	Jim Edgar/Mr. Morter
Edmonton Trappers	Al Hood, Director of Operations
Heritage Days	Nina Timterley, Board Member
Ice Capades	Howard Crosley; Bob Gray - Manager, Major Events, Edmonton Northlands; Don Watson, Ice Capades Inc.
Jazz City Festival Society	Mark Vasey, Director
St. Albert Kinsmen Club	Neil Wall, Chairman
The Silver Group	Silver Gray Communications Inc., Howard Silver
South Ex Exhibitions	Bonnie Noyce, Show Coordinator
Summerfest	Dick Finkel, Executive Director
University Hospital's Foundation	Marg Korby, Event Coordinator

PARKS, RECREATION AND CAMPGROUNDS

ORGANIZATION	NAME
Alberta Hotel Association	Association Executive Vice President
Canadian Parks Service	Cliff Kaleski, Chief Visitor Services
City of Edmonton, Parks and Recreation	Chris Watson, Communications Assistant/Cheryl Catling, Department Receptionist
Provincial Government, Property Management	Bob Jowett, Maintenance Superintendent
Provincial Government, Recreation and Parks	Mary Fitl, Information Officer
River Valley Outdoor Centre	Judy Nemeth, Daycamp Coordinator, City of Edmonton Parks and Recreation

LAND-BASED RECREATION

ORGANIZATION	NAME
City of Edmonton, Parks and Recreation	Maggie Nichol, Outdoor Advisor
City of Edmonton, Parks and Recreation	Joe Craven, Golf Course Supervisor
City of Edmonton, Parks and Recreation	Jeff Harmon, Ice Sports Advisor
Federation of Community Leagues	Heather Reid, Clerk Typist; Sharon Fleming, Acting Executive Administrator
River Valley Outdoor Centre	Margo Hervieux, Outdoor Advisor, Edmonton Parks and Recreation
River Valley Outdoor Centre	Bill Reynolds, Edmonton Parks and Recreation

RECREATION FACILITIES

ORGANIZATION	NAME
City of Edmonton, Parks and Recreation	Dave Linman, Supervisor Facility Bookings
City of Edmonton, Parks and Recreation	Chris Watson

WATER-BASED RECREATION

ORGANIZATION	NAME
City of Edmonton, Parks and Recreation	Maggie Nichol, Outdoor Advisor
Leisure Centre	Nancy Haman, Secretary
River Valley Outdoor Centre	Margo Hervieux, Outdoor Advisor

AIR-BASED RECREATION

ORGANIZATION	NAME
Aero Skydiving	Milton Burton, President
City of Edmonton, Parks and Recreation	Maggie Nichol, Outdoor Advisor
Edmonton Balloon Club	John Kerr
Edmonton Flying Club	Jim Greenhill

SECONDARY RECREATION FACILITIES

ORGANIZATION	NAME
City of Edmonton, Parks and Recreation	Maggie Nichol, Outdoor Advisor
City of Edmonton, Parks and Recreation	Jeff Harmon, Ice Sports Advisor

TRAVEL INFORMATION CENTRES AND SERVICES

ORGANIZATION	NAME
Edmonton Tourism	Mavis Snider, Marketing Research Officer

INFORMATIONAL AND DIRECTIONAL SIGNAGE

ORGANIZATION	NAME
City of Edmonton, Transportation Department	Larry McCormick, Director of Traffic Operations

COMMUNITY SERVICES

ORGANIZATION	NAME
Alberta College	Marge Ralstin, Registrar
Alberta Social Services	Jim Calls, Supervisor, Day Care Licensing
Canada Post Corporation	Customer Service
City of Edmonton, Fire Department	Cindy Cousins, Public Information Officer
City of Edmonton, Police Department	Andy Grubisich, Personnel Administrator, Labour Relations Unit
Community and Social Services Information and Referral	Ian Hall-McCorquodale, Information Referral Program Coordinator
Disaster Services Agency	Mr. Bruce Wilson, Emergency Planning Officer
Dub Architects Ltd.	Gene Dub, Architect
Edmonton Ambulance Authority	Wilf Myer, Manager of Operations
Edmonton Public School Board	General Information
Edmonton Separate School Board	Administration Centre
Law Courts Building	Neil Stanley, Security Manager
University of Alberta Library System	Doug Poff, Area Coordinator for Information Reserve

VEHICLE SERVICES

ORGANIZATION	NAME
Airporter	Elsie Scheidt, Radio Dispatcher
Alberta Transportation and Utilities	Joe Schlaut, District Engineer
City of Edmonton, Transportation Department	Bryce Stevenson, Acting Director of Operational Planning; Larry McCormick, Director of Traffic Operations
Co-Op Taxi	Rita Curtiss, General Manager
Disabled Adults Transportation System (D.A.T.S.)	Deanna Crozier, Supervisor of Support Services
Edmonton International Airport	Clive Stromberg, Duty Manager; Diane Leonard, Superintendent, Terminal Services & Ground Transportation
Edmonton Municipal Airport	Marcel Desaulniers, Duty Manager
Edmonton Transit System	Bob Mcdonald, Senior Transit Analyst; Ken Koropeski, General Supervisor, Transit Planning
Greyhound	George Carscadden, Greyhound Terminal Manager
Limousine Services	Ken McLeod, Edmonton Limousine Services Ltd.
Red Arrow	Marilyn Smith, Ticket Agent Supervisor
Royal Tours	Jill Romanowski, General Manager
VIA Rail	Mike Williamson, Regional Manager of Public Affairs; Myra Clox, Secretary - VIA
Villeneuve Airport	Roger Adams, Administration

APPENDIX III
TOURISM ATTRACTIONS

TOURISM ATTRACTIONS

NAME/LOCATION	DESCRIPTION	1988 ATTENDANCE	SIGNIFICANT FEATURES	OPERATOR
EDMONTON:				
Historical:				
Alberta Government House	Conference Centre for state dinners and collection of Canadian art.	6,199	Official residence of the Lieutenant Governor until 1983.	Provincial Government, Executive Council
Alberta Government Telephones Vista 33 and Museum	Museum with audio visual displays, telecommunications artifacts and exhibits.	53,537	Telecommunications industry portrayed beginning with early man to the present.	Alberta Government Telephones
Alberta Legislature Building	Tours of Legislature Building including Alberta's Legislative Assembly.	73,689	Location is the original site of the Hudson Bay Company's Fort Edmonton.	Alberta Government
Alberta Pedway Display	Exhibits featuring Alberta's history, people, technology and wildlife.	12,634	Major linkway between Legislature Building and other government centres.	Alberta Culture & Multiculturalism
Alberta Pioneer Railway Parkway Museum	Largest collection of locomotives, including 65 cars, is on display, along with a small railway terminal, station, yard and shops.	N/A	Honouring Alberta's railway and its pioneers, which opened up Western Canada.	Non-Profit Organization
Canada's Aviation Hall of Fame	Paintings, exhibits, presentation theatre, interpretive displays.	3,240	Honours individuals who contributed to Canadian Aviation history.	Non-Profit Organization
Canadian Country Music Hall of Honor	Series of plaques mounted on a wall located on the exhibition level at the Edmonton Convention Centre honouring Canadian Country Musicians.	N/A	Honours individuals who contributed to Canadian Country Music.	Non-Profit Organization
C & E Rail Station	Replica of Strathcona 1891 rail station built in 1982.	1,000	Photographs, telegraph equipment, railway artifacts and CPR waiting benches.	Junior League of Edmonton
City of Edmonton Archives	Research facility, old photographs and historic data.	2,410	Research facility.	City of Edmonton, Parks and Recreation
Edmonton Police Museum and Archives	Reconstructed jail cell, pictures, weapons, medals, badge exhibits, uniforms and equipment. RCMP exhibit.	6,056	Honours the Alberta Provincial Police and reserves the history of law enforcement in Alberta.	City of Edmonton, Police Department
Edmonton Public Schools Archives and Museum, McKay Avenue School	Edmonton's first school located on Heritage Trail, artifacts, exhibits.	10,501	First sitting of the Alberta Legislature in 1906.	Edmonton Public School Board
Fort Edmonton Park	Detailed reconstruction of the Fort Edmonton Fur Trading Post and various periods of reconstruction of Edmonton including 1885, 1905 and 1920.	175,311	Honouring Edmonton's early fur trading history.	City of Edmonton Parks and Recreation
Gateway Park Oil Interpretive Display	The Park consists of the display of the Imperial Leduc No. 1 oil derrick, and an oil interpretive display located adjacent to the Visitor Information Centre.	97,240	The Imperial Leduc No. 1 oil derrick was erected as a monument to the pioneers in oil exploration commemorating the oil strike near Leduc on February 13, 1947.	City of Edmonton, Parks and Recreation
John Walter Museum	Hand hewn log home of John Walter, log home of his bride, artifacts, tools and York boat.	15,943	First house to be erected outside the walls of Fort Edmonton.	City of Edmonton, Parks and Recreation
Old Strathcona Model and Toy Museum	Model and toy museum located in an historical building featuring one of a kind models of castles, planes and ships.	3,897	Family Recreation.	Private

TOURISM ATTRACTIONS

NAME/LOCATION	DESCRIPTION	1988 ATTENDANCE	SIGNIFICANT FEATURES	OPERATOR
Historical: (Continued)				
Provincial Museum of Alberta	40,000 square feet of permanent exhibit space, four galleries, short term exhibits of national and international significance, live cultural performances, demonstrations, lectures and special events.	306,322	Offers an opportunity to explore the history of man in the province and Alberta's natural history.	Alberta Culture & Multiculturalism
Rutherford House	Costumed interpreters reenact life in 1915 through activities such as baking, skits, crafts, music	19,911	Home of Alberta's first premier, Dr. Alexander Rutherford.	Alberta Culture & Multiculturalism
The Edmonton Telephone Historical Information Centre	Depicts progression of the telecommunications industry in Edmonton from 1884 to the present.	4,870	The Centre is Canada's largest telephone museum.	The Edmonton Telephone Historical Information Centre Foundation
Ukrainian Canadian Archives and Museum of Alberta	Documentary archives, literature, historical materials, library materials, community artifacts	3,000	Honours the preservation of documents about Ukrainian pioneer life in Alberta	Private
Ukrainian Museum of Canada	Located at 10611 - 110 Avenue, the museum displays traditional and cultural items that depict life in the Ukraine.	500	Costumes, pioneer utensils, Easter eggs, woodwork, dolls, traditional breads, painting, sculptures, etc.	Non-Profit Organization
Visual and Performing Arts:				
Alberta Ballet Company	A professional ballet company performing equally in Edmonton and Calgary	18,333	Presents five shows each season.	Alberta Ballet
Beaver House Gallery	Space is made available at no cost to provincial non-profit organizations to stage various exhibits.	N/A	The gallery's primary user is the Alberta Crafts Council. Approximately ten exhibits are shown each year, and they may be provincial, national or international in nature.	Alberta Culture and Multiculturalism, Visual Arts Branch
Catalyst Theatre	Located in the heart of downtown, Catalyst's mandate is drama for educational and social change.	N/A	Plays are usually requested by educators and others in the Social Services to be performed for special audiences such as schools.	Catalyst Theatre Society
Centennial Library Theatre	The theatre was built in 1967, seats 247 people, and is located in the basement of the Centennial Library.	30,000	The main purpose of the theatre is to show educational films and plays.	City of Edmonton
Chinook Theatre	Provides theatre tailored for young audiences. The theatre tours Alberta schools as well as providing workshops for both teens and children. It serves as one of many venues during the annual Fringe Theatre Event.	350,000	Also produces the Fringe Theatre Event.	Chinook Theatre Society
Citadel Theatre	This complex has been developed over the past 15 years. It features a California redwood interior with a blend of brick and glass. The Theatre complex houses numerous theatres: Shoctor, Rice, Zeidler Hall, MacLab and Tucker Amphitheatre. The Lee Pavilion is a multi-level indoor garden featuring an indoor waterfall	235,500	Major centre for performing art.	Citadel Theatre

TOURISM ATTRACTIONS

NAME/LOCATION	DESCRIPTION	1988 ATTENDANCE	SIGNIFICANT FEATURES	OPERATOR
Visual and Performing Arts: (Continued)				
Edmonton Art Gallery	30 exhibits of contemporary and historic Canadian and world art, rooms for teaching and extension work plus 180 seat theatre	369,000	Major art gallery in Edmonton houses permanent art collection.	Non-Profit Organization
Edmonton Opera	The Edmonton Opera performs at the Jubilee Auditorium year round with four performances scheduled each year.	22,621	The Edmonton Opera recently celebrated its 25th season.	Edmonton Opera
Edmonton Symphony Orchestra	The Edmonton Symphony Orchestra performs at the Jubilee Auditorium throughout the year.	140,000	The variety of music played by the orchestra makes it appealing to a wide range of music lovers.	Edmonton Symphony Orchestra Society
Gallery Walk	The Gallery Walk was created through joint effort by six art gallery owners located on Jasper Avenue and around 123 and 124 Streets and by the Alberta Art Foundation.	N/A	Their mandate is to promote community appreciation, interest and knowledge of the visual arts.	Private - Alberta Art Foundation
Haar Theatre	The Haar Theatre seats 349 people, and is located at Grant MacEwan Community College on the Jasper Place Campus.	3,500	Students perform four productions per season (September to April).	Grant MacEwan Community College
Jubilee Auditorium	Built in 1957 to honour Alberta's 50th Anniversary, the Jubilee Auditorium seats 2,678 in the main theatre and 280 in the Kaasa Theatre located in the basement.	560,000	Currently, the Jubilee is the busiest concert hall in western Canada with almost daily bookings.	Alberta Culture & Multiculturalism
Le Theatre Francais D'Edmonton	The theatre was built in 1969 mainly for the entertainment of the french speaking community. The theatre puts on six plays per season including one children's play.	4,500	This is the only French theatre in greater Edmonton.	Le Theatre Francais D'Edmonton
Mayfair Theatre	The 135 seat theatre offers an intimate atmosphere and a buffet style meal. The theatre puts on six productions yearly with each production lasting six weeks.	N/A	The Mayfair Theatre opened its doors on March 11, 1989, following a major renovation project of the hotel.	Private
Myer Horowitz Theatre	The theatre is located on the University Campus, it seats 720 people, and is run by the Student Union. The theatre is also a rental facility for various functions.	100,000	The 20 year old theatre was formerly known as Sub Theatre, but has been renamed after Myer Horowitz, former Dean of Education and President of the University of Alberta.	Student Union
Northern Light Theatre	The Northern Light Theatre performs at the Kaasa Theatre four times yearly.	8,772	Performances run twice daily for 18 days.	Northern Light Theatre
Phoenix Theatre	The Phoenix Theatre performs on two stages: the Walter Kaasa Theatre (four productions yearly), and at the Phoenix Theatre (ten to twelve productions yearly) located downtown.	20,000	Plays at the Kaasa are characteristically contemporary and socially relevant, while plays at the Phoenix are more of a cabaret style dedicated to young artists and experimental work.	Phoenix Theatre Society
Stage West Theatre	The Stage West Theatre is a dinner theatre which can seat up to 520 people. Famous actors act in musicals and comedies.	122,281	Musical and comedy dinner theatre featuring famous actors.	Private

TOURISM ATTRACTIONS

NAME/LOCATION	DESCRIPTION	1988 ATTENDANCE	SIGNIFICANT FEATURES	OPERATOR
Visual and Performing Arts: (Continued)				
Studio Theatre	Studio Theatre is located at Corbett Hall on the University campus. The theatre puts on ten productions each season, each production runs for ten nights.	10,000	Studio Theatre was established with the intended purpose of exposing graduating students to the public and prospective employers.	Studio Theatre
Theatre Network	Located at 77 Street and 118 Avenue, Theatre Network was established in 1975. Its mandate is to foster development of Alberta theatre artists.	7,000	All plays are written by Western Canadian playwrights. Acting classes are available to children age 8 and up, as well as adults.	Theatre Network
Walterdale Playhouse	Located at 10322 - 83 Avenue this amateur theatre's mandate is to provide multifaceted theatre experience such as acting, directing, and backstage work for the community.	6,750	The theatre offers a wide range of entertainment to the audience: comedies, modern plays, classics, and drama, as well as the popular English pantomime and the Klondike Days melodrama. Theatre workshops are also held.	Non-Profit Organization (Walterdale Theatre Associates)
Workshop West Playwrights' Theatre	The Theatre performs from September through May at the Kaasa Theatre, putting on four different productions.	12,000	The Workshop West Playwright's Theatre serves as an instrument in the development of new Canadian plays.	Workshop West Playwright's Theatre
Character Area:				
Chinatown	Located on 100 Avenue and 96 Street	N/A	The Chinese Friendship Gate on 102 Avenue, was built by 17 Chinese artisans. The area also includes a multicultural centre, the Chinese Elders Mansion, and a Chinese market.	City of Edmonton Local Businesses
Heritage Trail	The Heritage Trail is a tree-lined, grand promenade that follows the original path that once joined the Hudson's Bay Trading Post with the early settlement of Edmonton. It now runs along the top of the bank from the Legislature Grounds down 99 and 100 Avenue to the top of McDougall Hill.	N/A	The trail consists of red concrete paving stone edged by clay bricks, period light fixtures, and period benches.	City of Edmonton
Jasper Avenue (Main Street)	Jasper Avenue is the main thoroughfare in Edmonton. It was named after Jasper Hawes, an early Edmonton pioneer and fur trader.	N/A	Jasper Avenue includes a multitude of highrise office towers. Seven blocks between 97 Street and 103 Street now include paving-stone sidewalks, coordinated street furniture, new lighting, street medians, and planters.	City of Edmonton Local Businesses
Old Strathcona	Strathcona, located on the south side along Whyte Avenue, was named after Lord Strathcona (Donald Alexander Smith)	N/A	Over 100 pre-1920 structures have been preserved within a 40 block area from 101 Street to 106 Street and from Saskatchewan Drive south to 80th Avenue.	Old Strathcona Foundation
Capital Boulevard (108 Street)	Capital Boulevard is a plan to link the provincial government centre on 108 Street south of Jasper Avenue to the Legislature grounds.	N/A	Commemorative sculptures will line the route from Jasper Avenue to the historic legislature building.	City of Edmonton Local Businesses

TOURISM ATTRACTIONS

NAME/LOCATION	DESCRIPTION	1988 ATTENDANCE	SIGNIFICANT FEATURES	OPERATOR
Character Areas: (Continued)				
Rice Howard Way	The area of 101 A Avenue and 100 a Street was formerly Rice Avenue and Howard Street. It is well-travelled by pedestrian traffic.	N/A	Office buildings, sidewalk restaurants, and retail stores now characterize the area.	City of Edmonton Local Businesses
The Friendly Street (124 Street)	This section runs from Jasper Avenue to 109 Avenue. Currently, there are plans to further develop this area.	N/A	124 Street is currently known for its variety of interesting small shops.	City of Edmonton Local Businesses
Recreational:				
Argyll Velodrome	The Velodrome is located at 6550 - 85 Street and is open to the public during summer. Track bikes are available for public use.	5,000	Argyll Velodrome is Edmonton's only velodrome. It was built for the 1978 Commonwealth Games, then used again for the 1983 University Games.	City of Edmonton, Parks and Recreation
Capital City Recreation Park and the North Saskatchewan River Valley and Ravine System	2,291 hectares of parkland situated on both sides of the North Saskatchewan River. Within the park there are facilities, trail ways and outdoor interpretive displays. Picknicking, cycling, fishing, golfing, swimming pools, and 34 km of bicycling trails. Programs in the way of bird walks, naturalist and historical programs are offered.	N/A	Family Recreation.	City of Edmonton, Parks and Recreation
Coronation Lawn Bowling Centre	The Centre is located on 135 Street and 112 Avenue and is equipped with four greens (six bowling rinks per green), and a club house. Learn to bowl programs are available.	230 members	Coronation will host the 1989 Canadian Lawn Bowling Championship and Western Classics this year.	City of Edmonton Commonwealth Lawn Bowling Club
Kinsmen Sports Centre	The Kinsmen Fieldhouse and Aquatic Centre comprise the Kinsmen Sport Centre. It is equipped with tennis, raquetball, and squash courts, track, fitness centre, pro shop, food outlets and swimming pool.	525,000	The Fieldhouse is designed to host sport events as well as trade shows and concerts. The Aquatic Centre has hosted numerous national and international events.	City of Edmonton, Parks and Recreation
Mill Woods Recreation Centre	The Centre features three swimming pools, two ice arenas, a fitness area, five racquetball and squash courts, a pro shop, public library, child care centre and a cafeteria.	592,375	Millwoods Recreation Centre is most popular for its wave pool.	City of Edmonton, Parks and Recreation
River Valley Outdoor Centre	The Centre provides information to visitors and urban parks and park events.	N/A	Assistance provided in person or by telephone.	City of Edmonton, Parks and Recreation
Southside Athletic Grounds	Multi-purpose sport facility located on 71 Avenue and 105 A Street.	N/A	Includes track and field, two baseball diamonds, two sport fields, tennis courts, and ice arena.	City of Edmonton Parks and Recreation
Strathcona Shooting Range	The Strathcona Shooting Range was built for the 1978 Commonwealth Games, then improved for the 1983 World Moving Target Championship.	N/A	This is the only shooting range of that type in Edmonton.	City of Edmonton Parks and Recreation
Whitemud Drive Amusement Park	This amusement park has been operating since 1985. It is privately owned and operated. The park caters to all ages, particularly to adolescents and adults.	N/A	The amusement park features go-karts, bumper boats, mini-golf, batting cage and a concession.	Private

TOURISM ATTRACTIONS

NAME/LOCATION	**DESCRIPTION**	**1988 ATTENDANCE**	**SIGNIFICANT FEATURES**	**OPERATOR**
Recreational: (Continued)				
Wild Water Waterslide Theme Park	Theme Park, 4 main slides, 2 intermediate slides, ramp slides, river ride, kiddies park, volleyball court, picnic area.	N/A	Family Recreation.	Private
Nature, Science and Education:				
Edmonton Public Library	The library opened in 1967 and is located at Sir Winston Churchill Square downtown. The system has over 300,000 registered users.	N/A	The library offers a children's division, theatre, audio visual equipment and art collection.	City of Edmonton
Edmonton Space Sciences Centre	23 metre diametre planetarium theatre, an IMAX film theatre, exhibit gallery and science show.	381,872	Largest astronomical public education centre in Canada.	City of Edmonton
Grant MacEwan Community College	The first Grant MacEwan campus opened in 1971. The four Edmonton campuses provide full-time and part-time programs on a credit and non-credit basis.	N/A	The College also offers a wide variety of outreach programs including community services, performing and visual arts.	Board of Govenors
John Janzen Nature Centre	Nature displays, nature centre, interpretive programs, preservation displays.	109,085	Honours John Janzen, past superintendent Edmonton Parks and Recreation who encouraged nature preservation	City of Edmonton Parks and Recreation
Muttart Conservatory	Four glass pyramids featuring over 700 species of plants that complement the four seasons.	105,377	Most northerly botanical conservatory in North America	City of Edmonton Parks and Recreation
Northern Alberta Institute of Technology	The post-secondary technical institute opened in 1962. The main campus is located on 50 acres of land adjacent to the Municipal Airport.	N/A	NAIT offers more than 60 diploma and certificate programs including apprenticeships and part-time programs.	Board of Govenors
University of Alberta - Cross Cancer Institute	The centre was built in 1968, and since then has been treating inpatients and outpatients for all types of cancer.	N/A	The Cross Cancer Institute has a well known reputation across the country for their achievements in cancer research.	Alberta Cancer Board Alberta Cancer Foundation
University of Alberta - HUB Mall	The mall, located on the University campus, encloses dormitories, classrooms, stores and services.	N/A	The architecture of the complex was adapted from the Galleria Vittorio Emanuele constructed in Milan, Italy in 1867.	University of Alberta
University of Alberta - Universiade Pavilion (Butterdome)	Located on the University campus, the Butterdome was built in 1983 as a venue for the Universiade Games. Today the Butterdome serves as a multi-purpose facility.	90,000	The fieldhouse seats approximately 5,200 people.	University of Alberta

TOURISM ATTRACTIONS

NAME/LOCATION	DESCRIPTION	1988 ATTENDANCE	SIGNIFICANT FEATURES	OPERATOR
Nature, Science and Education: (Continued)				
University of Alberta - University Farm	University Farm also known as the Edmonton Research Station, is involved primarily in farm animal research.	11,500	The farm has four major sections: sheep, poultry, swine and dairy.	University of Alberta, Public Affairs and Agriculture & Forestry
University of Alberta - Walter C. McKenzie Health Sciences Centre	The $450 M medical research centre was named after an Edmonton surgeon, researcher and Dean.	N/A	Western Canada's first heart transplant took place at this facility in 1985.	Provincial Government
Valley Zoo	Zoological garden, birds of prey exhibit, exotic species, domestic and marine species, interpretive displays, miniature riding train	223,791	Family recreation, zoo based on a story book theme	City of Edmonton, Parks and Recreation
Business and Entertainment:				
Boardwalk Market	The Boardwalk Market consists of 40 different shops and food outlets independently operating under a unique old town market place theme. It offers arts, crafts, food and beverage, clothing and retail fare.	1,140,000	Most shops are Alberta owned and operated.	Private
City Hall	Construction of Edmonton's new City Hall is scheduled to begin in March 1990. It is located on the north side of Sir Winston Square in the heart of downtown Edmonton.	N/A	Pyramids of reflecting glass to provide "Northern Lights" effect at night. Large reflecting pool.	City of Edmonton
Clarke Stadium	Built in the early 1920's, the stadium has natural turf, concession, sound system, press box and parking for 1,500 cars.	90,416	Seating capacity of 10,000 for soccer, rugby and football games and outdoor concerts.	City of Edmonton Parks and Recreation
Commonwealth Stadium	Built for the 1978 Commonwealth Games, the 60,000 seat stadium also includes raquetball and squash courts, weight room, gymnasium and running track.	308,877 (Stadium) 91,600 (Recreation Centre)	The stadium is primarily used to host the Eskimos Football Games.	City of Edmonton, Parks and Recreation
Edmonton Convention Centre	This architectural award winning centre is terraced down the banks of the North Saskatchewan River Valley. It offers various rooms for conferences, banquets and meetings.	407,640	Also provides an Edmonton Tourism Visitor Information Centre, Canada's Aviation Hall of Fame, and the Canadian Country Music Hall of Honour.	City of Edmonton
Edmonton Northlands - Agricom	The Northlands Agricom is Canada's largest multi-purpose indoor exhibition facility. It is a popular venue for trade shows, various sporting and non-sporting events.	490,500 (1987-1988)	Contains four halls which provide ample space with spaces ranging from approximately 2,000 to 5,000 square feet.	Edmonton Northlands
Edmonton Northlands - Coliseum	The Coliseum is a popular venue for professional hockey games, concerts, special performances and rodeos.	1,483,240	The Coliseum has a seating capacity of 17,800.	Edmonton Northlands
Edmonton Northlands - Golden Garter	The Golden Garter was traditionally used during Klondike Days as a casino. In 1988, the casino was moved to the Agricom but the Golden Garter is still used for smaller functions, such as banquets, receptions and small trade shows.	30,500 (1987-1988)	The facility can accommodate up to 1,000 people for banquets and 3,000 for trade shows.	Edmonton Northlands

TOURISM ATTRACTIONS

NAME/LOCATION	DESCRIPTION	1988 ATTENDANCE	SIGNIFICANT FEATURES	OPERATOR
Business and Entertainment: (Continued)				
Edmonton Northlands - Race Park	Northlands Park is the home of thoroughbred and harness racing in Edmonton. In addition to regular season racing, the Park has hosted several special events including Western Canada Racing Derby and Canadian Derby to name a few.	655,782	Over the past few years more than $50 million per year has been wagered on horse racing at the park.	Edmonton Northlands
Edmonton Northlands - Sportex	The Northlands Sportex is a popular facility for curling, ice hockey, small trade shows, consumer shows and local community events.	140,900 (1987-1988)	The seating capacity for banquets is about 3,000 people and up to 10,000 for trade shows.	Edmonton Northlands
Edmonton Research and Development Park	The Edmonton Research and Development Park houses the Advanced Technology Centre, a facility which assists advanced technological companies from start up to maturity. The 320 acre industrial park is promoted as a centre of research and high technological excellence with an environment suitable for advanced technological activity.	N/A	15 - 20 businesses operate in the Park.	Edmonton Research Park Authority City of Edmonton Alberta Government
Great Divide Waterfall	The Great Divide Waterfall, Edmonton's 75th Anniversary project, was designed by city artist - Peter Lewis.	N/A	The waterfall was first turned on September 1, 1980. It is 7.3 metres (24 feet) higher than Niagara Falls.	City of Edmonton
John Ducey Park	5,000 seat outdoor baseball stadium. Home of the Edmonton Trappers of the Pacific Coast League professional baseball League.	243,000	Formerly Renfrew Park it became John Ducey Park to honour the late John Ducey who was a prominent member of Edmonton's baseball community.	Edmonton Trappers and City of Edmonton, Parks and Recreation
Strathcona Square	The Strathcona Square "Old Post Office" was built in 1913. It has been restored to Victorian elegance and now houses restaurants, delis, clothing and craft shops.	N/A	The area has been revitalized by the Old Strathcona Foundation Society.	Private
West Edmonton Mall	The mega mall, noted in the Guiness Book of World Records, is officially the world's largest mall covering 5.2 million square feet. Close to 800 shops and services, including 11 major department stores, serve customers who visit the mall. Other facilities include 19 movie theatres, 110 food outlets and restaurants, the Fantasyland Night Club, a bingo hall, a chapel and various amusement areas. Attractions include Fantasyland Amusement Park, World Water Park, Ice Palace skating rink and submarine ride.	5,000,000	The mall was built in three phases: Phase I in 1981, Phase II in 1983 and Phase II in 1985.	Private

TOURISM ATTRACTIONS

NAME/LOCATION	DESCRIPTION	1988 ATTENDANCE	SIGNIFICANT FEATURES	OPERATOR
EDMONTON REGION:				
Historical:				
Father Lacombe Chapel	Restoration of Father Lacombe Chapel, Bishop Grandine Residence, historic points.	4,142	Honours Father Lacombe who formed the St. Albert Roman Catholic Mission.	Alberta Culture & Multiculturalism
Musee Heritage Museum	Community museum devoted to the history of St. Albert.	15,398	Displays, private collections of citizens of St. Albert.	Museum and Historic Site Board of Management
Multicultural Heritage Centre	Settlers cabin, homesteaders kitchen, handicraft store, golden age gallery and Oppertshauser House. Located in Stony Plain.	97,735	Honours Alberta's early pioneers.	Heritage Agricultural Society
Ukrainian Cultural Heritage Village	Historic buildings, wood stoves, wagon rides, village acting troupe.	74,512	Story of immigration movement from Ukraine and the settlement of East Central Alberta.	Alberta Culture & Multiculturalism
Recreational:				
Alberta Fairytale Grounds	Located on 25 acres of forested land near Stony Plain. The Fairytale Grounds are brought to life with a push of a button that activates a mobile set.	N/A	Includes miniature houses, various props, puppets and music. Spectators watch from behind a fenced area.	Private
Cooking Lake - Blackfoot Recreation, Wildlife and Grazing Area	The 97 kilometre area combines agriculture, wildlife management, natural gas production and recreational activities. Located near Cooking Lake outside Ardrossan, 32 kilometres east of Edmonton.	28,500	Canoeing, cross-country skiing, snowshoeing, hiking, horseback riding, hunting, picnicking and snowmobiling activities are available in the area.	Alberta Recreation and Parks
Elk Island National Park	Wildlife sanctuary, moose, bison, elk, campgrounds, golf course, information centre, interpretive centre, interpretive programs, bookshop and Ukrainian House.	372,000	Canada's first federal wildlife sanctuary.	Canadian Parks Service
Nature, Science and Education:				
Alberta Natural Resources Science Centre	The centre displays Alberta's major natural resources and their usage. However the centre is closed indefinitely, and programs have been transferred to the Provincial Museum.	N/A	Display of Alberta's natural resources.	Alberta Culture & Multiculturalism
Alberta Wildlife Park	Located about 35 kilometres north of Edmonton, Alberta Wildlife Park displays 2,500 animals and birds in a natural setting beside Lilly Lake.	70,648	Canada's largest collection of African hoofed animals.	Non-Profit Organization
McLeod Creek Farm	Private campground, picnic facilities, trail rides, hay rides, horses, donkeys, mules.	10,900	Specializes in farm animals such as horses, ponies and donkeys.	Private
Polar Park	Polar Park is home to over 1,000 animals and more than 100 different species from around the world. Polar Park is situated in the County of Strathcona.	N/A	Some of the species are Chinese red pandas, Prezwalski horses, and yellow-throated marten, and snow leopards.	Private
Strathcona Archaeological Centre	Interpretive centre and ongoing archaeological excavation at the site.	9,800	5000 year old prehistoric nature site	Alberta Culture & Multiculturalism
University of Alberta - Devonian Botanical Gardens	190 acre gardens, nature trails, aspen and jackpine forests, wetland areas, peony garden.	30,850	University of Alberta Botanic Gardens.	University of Alberta

TOURISM ATTRACTIONS

NAME/LOCATION	DESCRIPTION	1988 ATTENDANCE	SIGNIFICANT FEATURES	OPERATOR
EDMONTON REGION: (Continued)				
Business and Entertainment:				
Andrew Wolf Wine Cellars	The Andrew Wolf Winery offers a tour of the winery in a castle-like building, where 100 year old oak vats are on display.	80,000	Offers old country charm, wine promotion and old fashioned bottling.	Private

Source: Communication with attraction organizers.
Note: N/A - not available
Some attraction names have been abbreviated.

APPENDIX IV
TOURISM EVENTS

NAME	1988 EVENT ATTENDANCE	SIGNIFICANCE	DATE	LOCATION	FREQUENCY
EDMONTON:					
CONSUMER AND TRADE SHOWS					
Alberta Gift Show	26,000	National	February August	Northlands Agricom and Sportex	Bi-Annually
Cameo Craft Show	52,000	Regional	April October	Edmonton Convention Centre	Bi-Annually
Edmonton Boat & Sportsmen's Show	36,000	Regional	March	Northlands Agricom	Annually
Edmonton Home and Garden Show	42,000	Regional	April	Northlands Agricom	Annually
Edmonton Home Show	36,000	Regional	September	Northlands Agricom	Annually
Edmonton International Auto Show	38,000	Regional	March	Northlands Agricom	Annually
GALA	38,000	Regional	April	Northlands Agricom	Annually
Northlands Farm Fair	40,000	National	November	Northlands Agricom	Annually
Northlands Western *	27,088	International	March, April	Northlands Grounds	Annually
Travel Show	10,000	Regional	February	Edmonton Convention Centre	Annually
FESTIVALS					
Canada Day Celebrations	40,000	Regional	July	Various Locations	Annually
Edmonton Folk Music Festival	22,500	International	August	Gallagher Park	Annually
Edmonton Heritage Festival	340,000	International	August	Hawrelak Park	Annually
Edmonton International Children's Festival	87,452	Regional	May	Citadel Theatre	Annually
Edmonton Klondike Days	750,000	International	July	Various Locations	Annually
Edmonton Klondike Days Exposition	718,380	International	July	Edmonton Northlands	Annually
Edmonton Teen Festival	15,552	Regional	May	Citadel Theatre	Annually
Festival of Trees	35,670	Local	December	Edmonton Convention Centre	Annually
First Night Festival	13,000	Local	December	Churchill Square & Various Locations	Annually
Jazz City International Festival	115,000	International	July	Churchill Square & Various Locations	Annually
Summerfest	100,000	Regional	July	Churchill Square Downtown Old Strathcona	Annually
The Fringe Theatre Event	175,000	International	August	Old Strathcona Area	Annually
The Works	218,620	National	June, July	Churchill Square & Downtown	Annually

NAME	**1988 EVENT ATTENDANCE**	**SIGNIFICANCE**	**DATE**	**LOCATION**	**FREQUENCY**
SPORTS					
Canadian Derby	8,462	National	August	Northlands Park	Annually
Canadian Finals Rodeo	48,841	International	November	Northlands Coliseum	Annually
Edmonton Brick Men's Soccer Club	49,400	Regional	June-September	Commonwealth Stadium	Annually
Edmonton Eskimo Football Club	304,000	National	June - November	Commonwealth Stadium	Annually
Edmonton Oilers Hockey Club	680,000	International	September - April	Northlands Coliseum	Annually
Edmonton Trappers Baseball Club	243,000	Regional	April-August	John Ducey Park	Annually
Northlands Harness Racing	315,057	Regional	March, May September, November	Northlands	Annually
Northlands Thoroughbred Racing	340,725	Regional	May, September	Northlands	Annually
Superodeo *	13,214	Regional	March, April	Northlands	Annually
BUSINESS AND ENTERTAINMENT					
Caribbean Party	3,200	Regional	February	Edmonton Convention Centre	Annually
Ice Capades	45,000	Regional	January	Northlands Coliseum	Annually
Oktoberfest	3,000	Regional	October	Edmonton Convention Centre	Annually
Shrine Circus	52,000	Regional	March	Northlands Coliseum	Annually
EDMONTON REGION:					
SPORTS					
Leduc Black Gold Rodeo	24,000	Regional	April	Leduc	Annually
Namao International Air Show	180,000	International	July	C.F.B. Namao	Biennial
Rainmaker Rodeo	12,000	Regional	May	St. Albert	Annually

Source: Communication with event organizers

Note:
* = component of another larger event
N/A = not available
Some event names have been abbreviated

APPENDIX V

ACCOMMODATION

APPENDIX V

ACCOMMODATION IN EDMONTON, 1989

	HOTEL NAME	ADDRESS	LOCATION	ROOMS	MEETING/ CONVENTION FACILITIES	REST.	LICENSED DINING ROOM	LOUNGE/ TAVERN	OTHER SERVICES & FACILITIES	APPROVAL RATING	ACCOM. RATING
	EDMONTON:										
1	WESTIN HOTEL	10135-100 ST	DT	413	X		X	X	A, WH, IP, S, W, NS, T, TV, E, PAR, P	A	5
2	HILTON INTERNATIONAL	10235-101 ST	DT	314			X	X	WH, IP S, W, NS, T, TV, CL, G	A	5
3	CHATEAU LACOMBE	101 ST. AT BELLAMY HILL	DT	310	X		X	X	A, NS, TV, R, PAR, P, G	A	4
4	RAMADA RENAISSANCE HOTEL	10155-105 ST.	DT	300	X		X	X	A, WH, IP, S, W, NS, T, R, TV, E, G	A	4
5	EDMONTON HOUSE APT. HOTEL	9939 BELLAMY HILL	DT	283	X		X	X	K, IP, S, NS, T, TV, R, E, L, PAR	A	3
6	INN AT SEVENTH	10001-107 ST	DT	188	X		X	X	A, WH, OP, T, TV, P, G	A	3
7	CENTRE SUITE HOTEL	#540-10180-102 STREET	DT	175			X	X	A, S, W, NS, T, TV, R, M	A	4
8	SHERATON PLAZA EDMONTON	10010-104 ST	DT	140	X		X	X	A, WH, IP, S, W, NS, T, TV, R, G, PAR	A	4
9	MAYFAIR HOTEL	10815 JASPER AVE	DT	126	X		X	X	A, TV, T, PAR, B	A	2
10	ADVENTURE INN	9710-105 ST	DT	103	X		X		C, S, NS, TV, T, R, PAR, E, P	A	2
11	TOWER ON THE PARK APT.HOTEL	9715-110 ST	DT	98	X	X	X	X	K, TV, T, R, B, PAR	A	3
12	RENFORD INN AT FIFTH	10425-100 AVE	DT	87	X		X	X	A, WH, IP, S, W, NS, TV, G, PAR	A	3
13	ALBERTA PLACE APT. HOTEL	10049-103 ST	DT	86					A, K, IP, C, S, W, D, T, TV, R, L, B	A	3
14	GRAND HOTEL	10266-103 ST	DT	76		X		X	T, TV, CENT.B.	A	1
15	B.W. AMBASSADOR MOTOR INN	10041-106 ST	DT	76			X	X	A, T, TV, PAR, NS	A	2
16	EDMONTON CENTRE TRAVELODGE	10209-100 AVE	DT	73			X	X	A, T, TV, R, PAR, G	A	2
17	DOWNTOWN MOTEL	9605-102 AVE	DT	69						U	1
18	ROYAL HOTEL	10220-96 ST	DT	52						U	1
19	CECIL HOTEL	10406 JASPER AVENUE	DT	50						U	1
20	ROYAL PARK APT. HOTEL	9835-106 ST	DT	50					K, S, W, D, T, TV, R, L	A	2
21	HUB HOTEL	9626-JASPER AVE	DT	44						U	1
22	INTERNATIONAL HOTEL	10334-96 ST	DT	40						U	1
23	FORUM INN	11845-73 ST	NE	98	X		X	X	A, TV, T, R, RCT, PAR	A	3
24	JOCKEY MOTEL	3604-118 AVE	NE	94					A, K, TV, L, T	A	2
25	BEVERLY CREST TRAVELODGE	3414-118 AVE	NE	91	X		X	X	A, NS, T, TV, P	A	2
26	SANDS MOTOR HOTEL	12340 FORT ROAD	NE	55	X		X	X	A, T, TV, R, PAR	A	2
27	EASTGLEN MOTOR INN	6918-118 AVE	NE	47					T, TV, PAR	A	2
28	CROMDALE HOTEL	8115-118 AVE	NE	47						U	1
29	LONDONDERRY INN	13103 FORT RD	NE	40	X		X	X	A, T, TV, PAR, G	A	2
30	REX MOTOR INN	6107-101 AVE	NE	32			X	X	A, T, TV, R, PAR, G, CENT.B.	A	2

APPENDIX V (Con't)

ACCOMMODATION IN EDMONTON, 1989

HOTEL NAME	ADDRESS	LOCATION	ROOMS	MEETING/ CONVENTION FACILITIES	REST.	LICENSED DINING ROOM	LOUNGE/ TAVERN	OTHER SERVICES & FACILITIES	APPROVAL RATING	ACCOM. RATING
31 TRANSIT HOTEL	12720 FORT RD	NE	32						U	1
32 DRAKE HOTEL	3945·118 AVE	NE	23						U	1
33 PATRICIA MOTEL	7730·101 AVE	NE	22					T, TV, PAR, K(EXTRA)	A	2
34 BEVERLY MOTEL	4403·118 AVE	NE	12					TV, R, K	A	2
35 CLOVER COURT MOTEL	2104 YELLOWHEAD TR	NE	12					K, TV, R, L, PAR	A	2
36 EDMONTON INN	11830 KINGSWAY AVE	NW	431	X		X	X	A, IP, W, T, TV, R, PAR, G, P	A	4
37 FANTASYLAND HOTEL	17700·87 AVE	NW	354			X	X	A, NS, T, TV, R, G, THEME ROOMS	A	5
38 MAYFIELD INN	16615·109 AVE	NW	232	X		X	X	A, WH, IP, S, W, T, TV, R, RC, DT, PAR, G	A	4
39 RELAX INN WEST	18320 STONY PLAIN RD	NW	227			X		A, IP, S, NS, T, TV, G	A	2
40 WESTWOOD INN BEST WESTERN	18035 STONY PLAIN RD	NW	169	X		X	X	A, IP, S, T, TV	A	3
41 WEST HARVEST INN	17803 STONY PLAIN RD	NW	161	X		X	X	A, T, TV, R, G, NS	A	3
42 EDM YELLOWHEAD MOTOR HOTEL	14950 YELLOWHEAD TR	NW	153	X		X	X	A, T, TV, R, G, PAR	A	2
43 SANDMAN INN	17635 STONY PLAIN RD	NW	150	X	X		X	A, IP, S, W, T, TV, G	A	2
44 CHATEAU LOUIS	11727 KINGSWAY AVE	NW	145			X	X	A, T, TV, PAR	A	3
45 CITY CENTRE INN BEST WESTERN	11310·109 ST	NW	110	X		X	X	A, IP, S, W, TV, T, PAR	A	3
46 KINGSWAY INN	10812 KINGSWAY AVE	NW	70	X		X	X	T, TV,PAR	A	2
47 ALGONQUIN MOTOR LODGE	10401 MAYFIELD RD	NW	64			X		K, IP, S, W, T, TV	A	2
48 CONTINENTAL INN	11625 STONY PLAIN RD	NW	60	X		X	X	A, T, TV, R, PAR	A	2
49 SAXONY MOTOR INN	15540 STONY PLAIN RD	NW	59	X		X	X	A, IP S, T, TV, R, PAR, P	A	2
50 LODGE MOTOR INN	18125 STONY PLAIN RD	NW	54					A, K, C, T, TV, PAR	A	2
51 WEST EDMONTON MOTOR INN	18245 STONY PLAIN RD	NW	53			X		A, K, OP, T, TV, R, NS	A	2
52 LAURENTIAN MOTOR INN	18245 STONY PLAIN RD	NW	53						U	1
53 ROSSLYN MOTOR INN	13620·97 ST	NW	39			X	X	A, T, TV, PAR	A	2
54 BONAVENTURE MOTOR HOTEL	12520 ST. ALBERT TRAIL	NW	39	X		X	X	A, T, TV, R, PAR	A	2
55 KLONDIKER HOTEL	15326 STONY PLAIN RD	NW	37						U	1
56 ALADDIN MOTEL	15425·111 AVE	NW	37					T, TV, PAR, K(EXTRA)	U	1
57 NEW WEST HOTEL	15025·111 AVE	NW	36	X		X	X	CENT.B., T, TV, G	A	2
58 SIESTA MOTEL	17817 STONY PLAIN RD	NW	36					A, T, TV, R, L, PAR	A	2
59 ROYAL WESTERN MOTEL	15335·111 AVE	NW	34					A, K, IP, C, S, T, TV, PAR	A	2
60 DOVER HOTEL	12704·120 ST	NW	33						U	1

APPENDIX V (Con't)

ACCOMMODATION IN EDMONTON, 1989

	HOTEL NAME	ADDRESS	LOCATION	ROOMS	MEETING/ CONVENTION FACILITIES	REST.	LICENSED DINING ROOM	LOUNGE/ TAVERN	OTHER SERVICES & FACILITIES	APPROVAL RATING	ACCOM. RATING
61	AURORA AUTO COURT	15145·111 AVE	NW	29					A, T, TV, PAR, K(EXTRA)	A	2
62	WINDMILL MOTEL	22130 STONY PLAIN RD	NW	15						U	1
63	HIGHWAY MOTOR INN	4520·76 AVE	SE	160	X		X	X	A, T, TV, R, G, PAR	A	2
64	CAPILANO INN	9125·50 ST	SE	143	X		X	X	A, IP, S, W, T, TV, R, G	A	2
65	REGENCY HOTEL	7230 ARGYLL RD	SE	120	X		X	X	A, IP, S, NS, T, TV, PAR, G	A	2
66	ARGYLL PLAZA HOTEL	9933·63 AVE	SE	48			X	X	K, S, W, T, TV, R, E, G, SR	A	3
67	STRATHCONA HOTEL	10302·82 AVE	SE	44						U	1
68	STARLAND MOTEL	11812·36 ST	SE	42						U	1
69	MAPLEWOOD INN	5704·50 ST	SE	25						A	2
70	SARATOGA MOTEL	2626 CALGARY TR	SE	20						U	1
71	OUTLOOK MOTEL	1850 YELLOWHEAD TR	SE	17						U	1
72	CONVENTION INN HOTEL	4404 CALGARY TR	SW	236	X		X	X	A, WH, IP, S, W, T, TV, G	A	4
73	THE COAST TERRACE INN	4440 CALGARY TR	SW	223	X		X	X	A, WH, IP, S, W, T, TV, R, PAR, E, G	A	4
74	RELAX INN SOUTH	10320·45 AVE	SW	222			X		A, IP, W, T, TV, G	A	2
75	CEDAR PARK INN	5116 CALGARY TR	SW	195	X		X	X	A, IP, S, NS, T, TV, R, E, CL, G	A	3
76	RIVIERA HOTEL & W.P.	5369 CALGARY TR	SW	140	X		X	X	A, IP, S, W, NS, T, TV, R, E, WS, G, PAR	A	3
77	RENFORD INN ON WHYTE	10620 WHYTE AVE	SW	87	X		X	X	A, S, W, NS, T, TV, PAR, G	A	2
78	COMMERCIAL HOTEL	10329·82 AVE	SW	65		X		X	T, TV, CENT.B.	A	1
79	SOUTHGATE MOTOR INN	4805 CALGARY TR	SW	54					A, T, TV, R, C, PAR, MG, K(EXTRA)	A	2
80	TRAILWAY MOTOR INN	3815 CALGARY TR	SW	50					K, T, TV, R, L, PAR	A	2
81	PARK HOTEL	8004·104 ST	SW	46	X		X	X	T, TV, PAR, CENT.B.	A	1
82	ROADRUNNER MOTEL	6622·104 ST	SW	46	X				K, C, NS, TV, T, PAR	A	2
83	CHATEAU MOTEL	R.R.1,1414 CALGARY TR	SW	40					T, TV, R, L, PAR, K(EXTRA)	A	2
84	DERRICK MOTEL	3925 CALGARY TR	SW	38					A, T, TV, PAR, K(EXTRA)	A	2
85	GATEWAY MOTEL	10412·63 AVE	SW	37			X	X	K, C, T, TV, PAR	A	2
86	SOUTH CENTRE MOTEL	4009 CALGARY TR	SW	37			X	X	A, K, TV, R, PAR	A	2
87	SOUTH BEND MOTEL	5310 CALGARY TR	SW	36					T, TV, R, K(EXTRA)	A	2
88	CAMPUS TOWERS	11145·87 AVE	SW	84	X				B, C, D, K, E, L, PAR, R, T	U	3
	TOTAL EDMONTON ROOMS			8893							

EDMONTON ACCOMMODATION

LEGEND:

A/U - APPROVED OR UNAPPROVED

RATING - 5,4,3,2,1 STAR

NW - NORTHWEST
NE - NORTHEAST
SW - SOUTHWEST
SE - SOUTHEAST
DT - DOWNTOWN
SP.GR. - SPRUCE GROVE
ST.A. - ST. ALBERT
SH.PK. - SHERWOOD PARK
WINT. - WINTERBURN

LEGEND:

A - Air Conditioning
B - Light Breakfast
C - Complimentary Coffee
CENT.B. - Central Bathroom Facilities
CL - Courtesy Limousine(in specific area)
CT - Raquetball Courts
D - Sundeck
DT - Stage West Dinner Theatre
E - Exercise Facilities
G - Gift Shop
IP - Indoor Pool
K - Kitchenettes
L - Laundry
M - Microwaves Available
MG - Minigolf
NS - Nonsmoking Rooms Available
OP - Outdoor Pool
P - Pets Allowed
PAR - Parking
R - Radios
RC - Indoor Recreation Centre
S - Sauna
SR - Indoor Skating Rink
T - Telephones
TV - Televisions
W - Whirlpool
WH - Wheelchair Accessibility
WS - Water Slide